

# Disha Yadav

Marketing & Sales  
Executive



## Contact

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Sector 47, Noida, Uttar Prtadesh

## About Me

I am Disha Yadav, a passionate and results-driven professional with expertise in sales, marketing, and procurement. With a proactive approach and strong technical proficiency, I strive to deliver impactful solutions and contribute to organizational success.

## Educational Background

Master of Business Administration (MBA)  
IGNOU, Delhi, 2023

Bachelor of Commerce (B.Com)  
School of Management Science, Varanasi, 2021

Intermediate, CBSE Board  
H.S. Academy, Varanasi, 2018

High School, CBSE Board  
Raj English School, Varanasi, 2016

## Technical Proficiency

- Tally with GST
- Microsoft Excel, Word, and PowerPoint

## Career Objective

- Dynamic and detail-oriented professional with expertise in sales, marketing, and procurement, seeking to contribute to organizational success through strategic planning, effective client engagement, and process optimization. Adept at fostering relationships with diverse stakeholders and delivering results in fast-paced environments.

## Professional Experience

- Sales and Marketing Executive**  
*Flosys Water Solutions Pvt. Ltd.* May 2024 – Present
  - Spearheaded lead generation and proposal creation, ensuring alignment with client needs and market demands.
  - Represented the organization at Water Expo 2024 in Sri Lanka and, Pharma Chem Expo 2024 in Baddi, Himachal Pradesh showcasing technical expertise and strengthening brand visibility.
  - Acted as a liaison between the company and potential customers, building and maintaining strong relationships with clients.
  - Managed procurement processes, vendor communication, and financial documentation with precision and confidentiality.
  - Leveraged excellent communication skills in Hindi and English to effectively engage with clients from diverse backgrounds, ensuring successful project outcomes.

## Key Achievements

- Successfully represented the company at two major expos, contributing to business growth and establishing valuable industry connections.
- Developed and implemented cost-effective procurement strategies that optimized supply chain operations.
- Did a project on Consumer Satisfaction Towards Amul Ice Cream Products.

## Skills

- Lead Generation and Client Engagement
- Proposal Creation and Negotiation
- Vendor and Procurement Management
- Sales and Marketing Strategy
- Strong Communication in Hindi and English