



# Shefali Verma

Associate-Sales

## CONTACT

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## SKILLS

- SEO
- Sales and Marketing
- Email Marketing
- Digital Marketing
- Public Communication
- Teamwork
- Marketing Research

## SOFTWARE SKILLS

- Microsoft PowerPoint
- Microsoft Word
- Microsoft Excel

## ABOUT ME

I am an affable, motivated and confident Associate-Sales with the ability to excel sales targets and make a real difference in the organization's revenue generation. I have expert knowledge of the selling process and I fully recognize the human and emotional aspects of buying and selling. I possess strong social skills that



## WORK EXPERIENCE

### Business Development Executive Intern

June 2020- August 2020

Worked as a Sales and Marketing Intern at The Times of India, Chandigarh in the RMD department.

I used to build contacts with potential clients to create new business opportunities. Regarding the products and services subscription, we used to tell to the customer in detail.

I had generated leads through cold calling, actually, the business used to provide us a huge database on the weekly basis.

I had maintained a detailed database for all generated leads for their future references.

I had to keep the prospective client database updated.

### Associate-Sales

June 2021-Sept 2021

Finding new customers for selling our services.

Demonstrating services to customers

Devising and implementing the organisation's sales strategies, send the Company's brochure and the other details over email.

Schedule meeting with clients to talk about nitty-gritty things about their needs and make them understand how our services are going to help them.

Send the MSA or Proposal based on their needs, & building report with a customer and subsequently closing the deal

Building relationships with new customers, note down their queries and try to solve them to the max.

Maintaining good business relationships with existing clients & holding meetings to discuss progress of existing projects

Deal with customer feedback, enquirers, complaints and refunds & protecting client's personal data and information

## HOBBIES

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Music



Chess Player

## LANGUAGES

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HINDI



ENGLISH



## EDUCATION ATTAINMENT

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MBA

2019-2021

### Shoolini University

MBA with a specialization in Marketing and Digital. Creative and innovative ideas to engage customers. Develop sales strategies based on current trends.



BCA

2016-2019

### Govt P.G. College

Excellent understanding of computer internally and externally.

Language proficiency: C, C++, SQL, Java, Visual Basic, ASP.NET, HTML, CSS.

Good command on MS office Software and tools



## CERTIFICATES

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- ✓ Google Certified on "The Fundamentals of Digital Marketing".
- ✓ Certification of Completion of "Learning Personal Branding".
- ✓ Certification of Completion of "Branding and Customer Experience".
- ✓ Certification of Completion of "Brand and Product Management".