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📍 Mumbai, India

# Aniketa Sarkar

SENIOR ASSOCIATE - B2B  
ENTERPRISE

## EDUCATION

### Masters in Business Administration Marketing

Institute Of Management Technology,  
Dubai (2019-2021)

### Bachelors in Business Administration Marketing

Amity University, Mumbai (2015 -  
2018)

Awarded with Silver medal for  
academic excellence

## CORE COMPETENSIES

Key Account Management

B2B & B2C Strategy

Business Turnaround Management

Product Development Strategies

P&L Ownership/ Market  
Intelligence

Continuous Process Optimization

Revenue Generation

Team Building Qualities

## PROFILE

Strategic professional with strong business acumen and proven track record of stamping success across the entire gamut of, Key Account Management, Product Management & B2B Sales

## PROFILE SUMMARY

- Offering expertise of nearly 3 years and 1 year of internship experience with consistent track record of progression, repeatedly achieving goals and producing immediate improvements in enterprise account management.
- Decisive & performance-driven professional with expertise in developing strong market knowledge of existing/potential clients and ensuring business growth opportunities aligned to company's strategic plans; provided in-depth analysis of markets, industry trends, competitors & clients to improve strategic planning.
- Formulated & implemented strategies for business excellence, attainment of top-line/bottom-line, launch & promotion of products & services and achievement of business goals.
- Achieved a growth of 15% over Budget in the year 2022 and a Customer Net Promoter Score of 96% throughout H1 and H2.
- Achieved 100% monthly target on new closure at BECO till Nov 2024 and incremental target achievement on existing account
- Proficient in market research, SPSS, analytics, and MS Office and negotiation with a strong belief in teamwork and work ethics.
- Led business integration and evolution to the next level; highly successful in coordinating with internal/external customers for running successful business operations and experience of implementing procedures and service standards for business excellence/continuity

## EXPERIENCE

### BECO , Mumbai

Senior Associate – B2B Enterprise July 2024- Present

Sales and Client Relationship Manager

Achieved 100% Sales Target (2024)

- Sales Achievement: Successfully met and exceeded 100% of the annual sales target by November.
- Client Acquisition & Onboarding:
  - Onboarded prominent clients including DSV, Hero Moto Corp, McKinsey amongst others contributing to business growth and diversification.

- Account Management:
    - Managed and maintained strong relationships with high-value clients such as Amazon, Myntra, Piramal, and Club Mahindra, ensuring satisfaction and fostering long-term partnerships.
  - Operational Oversight:
    - Directed day-to-day operational activities, including preparing agreements, securing purchase orders, and overseeing BECO product deliveries.
    - Led efforts in business expansion, addressed client grievances, and ensured timely payment recovery, optimizing overall client experience and satisfaction.
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## **360 In Ex Creation, Mumbai**

### **Business Development Executive**

**March 2024 – July 2024**

- Managing major accounts such as HDFC bank, ICICI bank, Eureka Forbes, Cars 24, overseeing their promotional activities.
  - Handling client onboarding including managing the commercials, contracts and initiating clients campaigns
  - Overseeing China project, managing consignment along with product placement throughout online & offline market place
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## **TASC Outsourcing, Dubai**

### **Account Management Executive**

**Jan 2022 – Nov 2023**

- Developed and implemented new strategies and policies in collaboration with teams to establish and achieve long-term business objectives.
  - Organized marketing / sales promotional activities as a part of brand building and market development efforts by mapping target customers.
  - Achieved 15% over budget for the year 2022.
  - Identified new streams for revenue growth & developing marketing plans to build consumer preference.
  - Managed 7 accounts with 500+ headcount, including major clientele- Etisalat, Noon, Al Khayyat Investments & Sensetime.
  - Coordinated with the sales team to acquire new business and took the new account forward by working closely with the client and the company.
  - Achieved Customer Net Promoter Score of 96% throughout H1 and H2
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## **INTERNSHIP**

### **Nessa (Apparel Group), Dubai**

**Sept 2022 – Dec 2022**

- Conducted extensive research on e-commerce makeup and skincare brands in Asia, the Middle East, and Europe.
  - Built an initial relationship with the brand and helped the team with the onboarding process of brands.
  - Coordinated with all the brands and internal departments to sign agreements, create vendor code, raise purchase orders and follow up on shipment of the products.
  - Maintained and implemented pricing for promotional activities, discounts, offers that were to be uploaded on app.
  - Coordinated with various brands regarding social media content and marketing assets to enhance the mobile application and website for Nessa.
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