



# YASHI SINGHAI

SALES & MARKETING HEAD

## CONTACT

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184/2 Arihant Bihar Colony, Vidisha, Madhya Pradesh

05 OCT 2001

## HOBBIES

Learning dance, music & art & craft.

Basketball– District level basketball player.

Playing guitar

Reading novels

Playing badminton

## EDUCATION

CBSE-X 9.6 CGPA

**AGARWALACADEMY, Vidisha**

2017-18

CBSE-XII 6.4 CGPA

**AGARWALACADEMY, Vidisha**

2019-20

Graduation

**Bachelor of Business Administration**

**Jagran Lakecity Business School**

**Bhopal, India**

2019-2022

Post Graduation

**Pursuing Master of Business**

**Administration**

**SIRT- Bhopal, India**

Graduating 2024

## CAREER OBJECTIVE

Highly motivated Sales & Marketing Manager with 28 months of experience seeking a challenging opportunity to leverage proven skills in sales strategy, marketing campaigns, and team leadership to contribute to significant revenue growth. Eager to learn and expand my skillset in a fast-paced environment.

## WORK EXPERIENCE

- Sales Head- Ecoholics  
Nov/23 - Current
- Reporting Manager Sales- Eoholics  
April/23- Nov 23
- Business Development Manager - Ecoholics  
Nov/22- April/23
- Business Development Associate Ecoholics  
Feb/22- Nov /2022

## INTERNSHIP EXPERIENCE

- Campus Ambassador Intern at International MUN (Jul 2020-Aug2020)
- Youthrepat MY CAPTAIN (Aug2020-Sep2020)
- Marketing Research Intern at Dream thy eve (Sep2020-Oct2020)
- Human Resource Intern at TopTrove Foundation (May 2021)
- Business Development Intern at Super77 (May 2021-June2021)
- Business Marketing at Valley Crop (May2021-June2021)
- Pre-Sales User Engagement Intern at Whitehat Jr. (May2021-July2021)
- Community Influencer at Unschool (May2021-July2021)
- Human Resource Intern at Outlook Group (June2021-July2021)

## LANGUAGES

English

Hindi



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### ACHIEVEMENT

- Achieved the highest sales target within the team for eight consecutive months, exceeding quota by an average of 15%.
- Effectively supervised a team of 20 Business Development Associates, resulting in a 10% increase in customer satisfaction.
- Winner of the school-wide debate competition, showcasing strong analytical and communication skills.

### REFERENCES

#### Arunima Verma

9827285017

[Arunimaverma05@gmail.com](mailto:Arunimaverma05@gmail.com)

#### Vanshika Badkur

+919826602598

[badkurvanshika@gmail.com](mailto:badkurvanshika@gmail.com)

### CERTIFICATE

- Digital Marketing– Google Digital Unlock
- Finance Market– Coursera
- Organizational Behavior: How to Manage People– Coursera
- Adobe Illustrator– ImaginXP
- Google Data Analytics– Coursera
- Digital Marketing Strategy- Simplilearn
- Business Analytics with Excel- Simplilearn
- Introduction to Data Analytics- Simplilearn
- Digital Marketing Strategy- Simplilearn

### VOLUNTEERING

- Learnathon– Jagran Lakecity University– 2019
- Tutored underprivileged children at a local community center in 2022
- Designed and delivered engaging learning sessions for the Commerce stream.
- Helped students improve their grades by an average of 10%.
- Assisted with fundraising events, raising over ₹2,000 for the shelter.
- Developed strong communication and interpersonal skills while interacting with volunteers, staff, and potential adopters.

### SKILLS

#### Sales

- Sales Leadership & Management: Team motivation, coaching, performance management, recruitment & training.
- Sales Strategy & Planning: Goal setting, quota development, territory management, sales forecasting.
- Sales Techniques & Negotiation: Prospecting, lead generation, presentations, closing deals, negotiation.
- Customer Relationship Management (CRM): Proficiency in CRM software like Leadsquared or Mcube.

#### Operations

- Process Improvement & Optimization: Streamlining workflows, identifying and implementing efficiencies.
- Project Management: Planning, execution, and monitoring of sales & marketing projects.
- Data Analysis & Reporting: Interpreting data to drive informed decision-making.
- Budget Management & Forecasting: Budget allocation, cost control, financial reporting.

#### Marketing

- Marketing Strategy & Planning: Developing and executing comprehensive marketing plans aligned with sales goals.
- Digital Marketing: SEO, content marketing, social media marketing, email marketing, campaign management.
- Market Research & Analysis: Identifying target markets, understanding customer needs and competitor analysis.
- Brand Management & Communication: Building and maintaining a strong brand identity.

#### Additional Skills

- Communication & Interpersonal Skills: Excellent written and verbal communication, presentation skills, negotiation.
- Leadership & Teamwork: Ability to lead, motivate, and collaborate effectively with cross-functional teams.
- Analytical & Problem-Solving Skills: Ability to analyze data, identify problems, and develop solutions.
- Technical Skills: Proficiency in relevant software like CRM, marketing automation tools, MS Office Suite.