

# SOM UPADHYAY

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Gurugram

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som upadhyay

## CAREER OBJECTIVE

"MBA graduate seeking for opportunities to get associated with with an esteemed organization to utilise knowledge and skills to meet and surpass all its goals"

## EXPERIENCE & PROJECTS

### Relationship Manager

#### Tata Nexarc

March 2023 - ongoing

Gurugram

- \*Managed CRM\***: Facilitated customer relation interactions, employing data analysis to glean insights from extensive information using Freshdesk L1. Resolved queries, provided customer service support.
- \*Market Research\***: Skillfully manoeuvred extensive market research to onboard new vendors on Tata Nexarc portal, targeting key clients including Tata Motors Limited, TSL, TCS, TITAN, Himalaya, Voltas.
- \*Lead Generation\***: Generated leads for business loans, tendering processes, logistics solutions, and quotations by strategically deploying transactional, promotional, and retention emails using platforms such as Outlook, MailChimp, and HubSpot.
- \*Achievements\***: Proficiently brought on board 500+ Tata Corporates vendors onto the Nexarc platform, leading to a substantial business revenue surpassing 700 Cr. Demonstrated sustained excellence by consistently exceeding established targets for more than six months, showcasing a track record of overachievement.

### IT Operations & Management

#### Aegisl.NET

Dec 2023 - Jan 2023

Jabalpur M.P.

- \*IT Expertise\***: Acquired hands-on experience in IT networking, firewall management, CCNA Cloud, and DevOps.

### Management Trainee

#### Aditya Birla Capital Sunlife Insurance

July 2022 - Nov 2022

Jabalpur M.P.

- \*Business Development & Client Engagement\***: Orchestrated successful sales of Aditya Birla Sun Life insurance policies, encompassing Term Plan, AKSHAYA & VISION Plan.
- \*Marketing Initiatives\***: Collaborated with the Insurance Marketing team to formulate strategies for amplifying policy awareness and driving engagement. Conducted extensive customer satisfaction research for Aditya Birla Capital products, refining offerings to align precisely with client requirements.

### Projects/Reports

- Training Report On Customer satisfaction for services offered at Aditya Birla Capital & Secure computer networking services of CISCO

### Thesis Papers

- Research Paper On Impact of Job Satisfaction on job performance of employees working at Maruti Suzuki.

## LANGUAGES

Hindi  
English



## STRENGTHS & SKILLS

Negotiation

MS Office

Customer Support

MS Excel

CRM

Troubleshoot

Freshdesk

SEM

SEO

Digital Marketing

Vendor Management

Market Research

## EDUCATION

### MBA : Marketing & IT

#### GGITS Jabalpur

Sept 2021 - Aug 2023

### B.Com

#### Bhabha University Bhopal

Aug 2018 - June 2021

### Intermediate+2

#### GyanNiketan, Burhar, (M.P)

May 2016

### Matriculation

#### M.G.M School Dhanpuri, M.P.

May 2014

## CO-CURRICULAR



### Sports

Represented my college GGITS In RDVV badminton championship, Jabalpur (District level)



### Cultural Committee

Worked as PR and Sponsorship Executive in cultural committee of college

## A DAY OF MY LIFE

