

PRINCY

VERMA

MBA GRADUATE

📍 NOIDA



9219380082

✉ vermaprincy94@gmail.com

PROFILE INFO

Motivated MBA graduate with a strong foundation in finance, marketing, and business development. Skilled in conducting in-depth research, synthesizing data, and delivering actionable insights. Experienced in client engagement, onboarding, and post-sales support. Proficient in leveraging tools like MS Office and Excel to streamline processes and deliver high-quality results. Seeking a research-oriented role to contribute fresh perspectives, manage vendor/product evaluations, and support data-driven decision-making within global organizations.

EXPERIENCE

June 2024- Sept. 2024 (Freelance)

Noida

Business Specialist- Theoceann

- Conducted cold calling and engaged with potential customers, including top-level management, to promote our software solutions.
- Managed client onboarding and guided them through software setup, arranging technical support.
- I have researched potential clients via Google and LinkedIn, maintaining a detailed data sheet with customer feedback and key contacts.
- Organized product demos, provided a company and product overview, and coordinated with the technical team to deliver post-sales support.

October 2023-April 2024

Noida

Customer Sales Manager- HDFC LIFE

- Built and maintained strong relationships with sales teams and channel partners to enhance client acquisition and retention.
- Conducted need and solution analysis, providing data-driven insights to improve business quality and persistence.
- Collaborated with cross-functional teams to deliver tailored financial solutions.
- Assisted in managing customer data and documentation.
- Communicated with clients to collect and verify necessary documents.
- Collaborated with the team to meet sales targets within tight timelines.

EDUCATION

2021-2023 | G.L. Bajaj Institute of Management and Research

Master of Business Administration

2019-2021 | VBSP University Jaunpur

Bachelor of Commerce

SKILLS

- MS Office & Excel
- Communication & Presentation
- Time Management & Adaptability
- Research & Strategic Planning
- Data Interpretation & Visualization
- Business & Market Analysis
- Problem solving & Time management Skill

INTEREST

Exploring New Customs & Religion

Travelling

Learning New Lanaguages

Event Planning

LANGUAGES

- English
- Hindi
- Korean(basic)

CERTIFICATES

- NPTEL Online Certification on Services Marketing
 - Barclay's Life Skills Programme Certificate
 - Meta Social Media Marketing
 - Korean Beginner 1A by King Sejong Institute Chennai
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INTERNSHIPS

Sharekhan Pvt. Ltd- Essentials of stock market **Sept 2022- Nov 2022**

- Conducted research on Portfolio Management Services (PMS) and investment strategies, analyzing risk-return profiles and market trends.
- Designed and administered investor surveys, interpreting data to evaluate Sharekhan's competitive positioning and customer satisfaction.
- Gained practical knowledge of equity trading, mutual funds, IPOs, and advanced financial products like Pro Tech and Pro Prime.
- Recommended strategies to improve customer engagement and enhance trading system efficiency.

Aashman Foundation **Aug 2022 - Sept 2022**

- Serving in NGO as marketing intern. Arranging funds, advertising, and promotional marketing efforts on social media.
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PROJECTS

Mini Project on Spy Me- a bracelet for animals and unsound person **Mar 2022**

- Designed a cost-effective GPS-enabled pet collar with radium reflectors for safety and nighttime visibility.
- Conducted market research and developed marketing strategies targeting urban consumers and online platforms.
- Proposed a scalable model with social initiatives for street animal safety and accident prevention.

Project on -The Rise of EMS in Electronic and Manufacturing Industry **Sept 2022**

- Analyzed the growth and opportunities in the Electronic Manufacturing Services (EMS) sector in India, highlighting emerging trends like AI, IoT, and ERP systems.
- Identified key challenges in the industry, including supply chain complexities, shrinking margins, and product lifecycle management, with actionable strategies to address them.
- Researched the adoption of advanced materials and technologies like organic electronics and blockchain to enhance manufacturing efficiency.
- Explored sustainability initiatives and strategies for maintaining competitive advantages in the EMS market.