

Contact

aditi.g3110@gmail.com

(+91) 98903 91274

Current Location: Pune

Profile Summary

8 years of process innovation driven B2B experience. Engaged senior stakeholders across functions from various industries to form strategic alliances & maintain healthy relationships.

Experienced in winning new business, upselling, cross-selling and retaining clients.

Leveraging network along with digital marketing, client advocacy and consultative sales techniques for achieving business and career growth.

Certifications

- Google Analytics Individual Qualification
- SEMrush SEO Toolkit
- HubSpot Content Marketing Certificate
- HubSpot Inbound Marketing Certificate

Tools: HubSpot, Sales Navigator, Apollo, LinkedIn, Salesforce, MS Office, Finacle

Top Skills

- Direct Sales
- Empathy
- Critical Thinking
- Time Management
- Research
- Client Servicing
- Communication
- Project Management
- Collaboration

Aditi Gupta

B2B Sales, Relationships and Engagements

Work Experience

iTechSeries (Tech Publication and Lead Gen Provider)

Account Executive **Feb 2023-Present** (Pune)

- Prospect and identify potential clients through various channels.
- Conduct market research to identify new sales opportunities.
- Create and present tailored solutions, generate proposals, lead negotiations and deal closures.
- Build a robust pipeline to meet and exceed sales quota and manage sales cycle from prospecting to payments.
- Maintain up-to-date records on HubSpot for sales reporting and forecasts.
- Manage deliveries and conduct periodic reviews with clients and vendors.
- Collaborate with internal teams to contribute to overall sales strategy.

White Globe Group Pvt. Ltd. (Language Service Provider)

Key Account Manager, Global Accounts **July 2022 – Jan 2023** (Pune)

- Forged and maintained strategic relationships with enterprise accounts to drive revenue from White Globe's language and multimedia services.
- Led content development for account penetration.
- Led negotiations of SLAs, pricing policies and contracts.
- Conducted team reviews & generated MIS reports.

Centrix Project Solutions Pvt. Ltd.

Client Solutions Lead **March 2021 – September 2021** (Mumbai)

- Built and nurtured relationships with enterprise clients.
- Leveraged existing network and social media to identify and pitch for new design-and-build opportunities in a yet-to-revive market.
- Collaborated intensively with clients and internal teams to design solutions.

Steelcase

Leading manufacturer of ergonomic furniture & innovative workplace solutions for offices, healthcare, and educational institutes.

Market Manager **October 2019 - December 2020** (Mumbai)

- Identified & engaged customer business decision-makers and influential stakeholders with consulting and solution-selling methodologies.
- Networked extensively via events & social networking platforms to build partnerships and alliances within CRE industry and HR-Admin functions.
- Created compelling cases to influence customer decision-making process and tailored sales pitches and presentations towards customer's desired business impact and outcomes.
- Identified & established new relationships with 6 potential global clients in collaboration with counterparts across different geographies & time-zones.

Education

- PGDM, Marketing & IT
(Balaji Institute of Modern Management, Pune)
2014-2016
- BBA, Communication & Advertising
(Institute of Management Studies, Dehradun)
2007-2010
- AISSCE (CBSE) 2007
DAV Public School, NTPC Unchahar

Languages

- English (Professional Working)
- Hindi (Native Speaker)

Summer Internship

- NTPC Ltd., Mauda

CSR Policies and Alleviation of PEP (Project Affected People).
May 2009 – June 2009
- Ecoziee Marketing, Ahmedabad

GTM for Remote Assistance Services for International Clients.
May 2015 – June 2015

Volunteer Experience

- Make A Difference (MAD), Nagpur

Volunteer English Teacher
(2011 – 2012)

Interests

- Virtual Reality Games
- Public Speaking
- Animal Welfare
- Environmental Causes
- Books & Podcasts
- Excursions

- Achieved client engagement targets through effective account leadership, planning and execution, successfully generating enquiries and delivering product mock-ups and marketing collateral.
- Worked closely with external and internal projects and order processing teams to ensure smooth a service delivery.
- Joined hands with the APAC design team for market research and product development.
- Conducted user training and product demonstrations at client premises.

TSR Darashaw Ltd.

ITeS Provider (Payroll, HRMS, ESS Portal, Document Management, Exempted Trust Fund Accounting, Statutory Compliances).

Senior Business Development Associate

June 2016 - October 2019 (Mumbai)

- Spearheaded digital marketing initiatives with development of new website, including SEO & testing of web-content, UI/UX design, email marketing, web-analytics including metrics tracking for increasing sales engagement.
- Enrolled a digital media agency to create and launch a video portfolio of the company's services and people on YouTube.
- Planned and implemented an effective communication strategy to engage CXOs across different functions and industries, resulting in 2000+ presales presentations & increased brand-awareness of TSRDL.
- Negotiated SLA terms for closures, renewals, and retention of key accounts.
- Consistently achieved monthly targets of new client acquisitions, cross-sales and 100% SLA renewals in 2019.
- Managed relationships with key accounts and identified and filled gaps in service-delivery resulting in 60% cross-sales & referrals for new business.
- Developed and implemented favorable pricing structures balancing firm objectives against customer targets.
- Facilitated end-user testing and employee training for select clients.
- Evaluated and on-boarded strategic partners to improve efficiencies and enhance the service delivery experience for TSR clientele.
- Led a team of 3, trained and mentored team members and delegated tasks to interns.
- Shared monthly progress and revenue generation reports with management.

ICICI Bank

Leading private sector bank of India.

Customer Service Officer June 2011 - January 2013 (Nagpur)

- Operated Finacle for banking & financial transactions & procedures.
- Lead generation via tele-calling and walk-ins for sales, up-sales, and cross-sales of retail banking products.
- Relationship management with allocated portfolio of Privilege Banking customers.
- Collected voice-of-customer and de-escalated situations with unhappy customers.
- Qualified and complied with certification programs from regulatory bodies such as AMFI and IRDA.