

## RESUME

### **Surbhi Gupta**

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### **OBJECTIVE**

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Acknowledged for strengthening processes to lead in highly competitive markets and delivering innovative marketing concepts & strategies; targeting senior level assignments in Sales & Customer Service with an organization of high repute

### **KEY SKILLS**

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~ Strategic Planning                      ~ Sales & Business Development                      ~ Key Account Management  
~ ROI Accountability                      ~ Reporting & Documenting                      ~ Competitor / Trends Analysis  
~ Cross Functional Coordination ~ Customer Base Expansion                      ~ Profit Centre Operations

### **SOFT SKILLS**

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~ Innovator    ~ Collaborator    ~ Thinker                      ~ Communicator                      ~ Intuitive

### **PROFILE SUMMARY**

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- Visionary professional with over 15 years of rich experience in Sales and client servicing in ecommerce
- Conferred with awards such as Champion Leader of the Quarter – 12 times
- Strengthened & built up a strong portfolio of Rs.6 Cr Pan India
- Developed and implemented annual sales plans that resulted in consistent sales increase; achieved sales growth consistently
- Extremely skilled at sales forecasting, planning of schemes, monitoring pipelines, motivating the sales team to achieve targets
- Maximized sales opportunities, proactively created new opportunities and achieved sales targets
- Mapped business needs and tailored best suitable solutions using all relevant products and solutions, drawing on expert internal resources as required
- Revamped pricing strategies, implemented effective promotional strategies, trained a high-performance sales team
- Led the expansion of market reach and accomplished steady increase in sales year after year
- Effective leader with proven capabilities in leading teams, training & guiding them and enabling knowledge sharing among the team
- Proven skills in team supervision and relationship management as well as exceptional communication capabilities to cut across the organizational levels and accomplish targets

## **WORK EXPERIENCE**

### ➤ **Senior Manager - Info Edge India Ltd. - 99acres.com, Noida (March 2006 – till date)**

#### ***Key Responsibilities –***

- Creating and executing demand generation & account-based programs focused on driving sales from assigned client accounts
- Team Management – Building and scaling team. Assigning and evaluating KRA's. Conducting in-depth product training for new members and continuous assessment of the team.
- Sales Planning - Planning sales by managing pipeline, renewals, upgrades, upselling and defining strategy for target accomplishment.
- New Business and Existing Business – Managing end-to-end client relationship including pitching, negotiation, sales closure. Maintaining a long lasting relationship with existing clients.
- Competition tracking - Tracking competitor activities to acquire market share
- Distinction of handling several tasks related to operations, customer support management & market analysis.
- Client Servicing and Retention – Handling & resolving queries of key accounts, retaining key accounts and handling renewals, providing solutions to client's concern areas on day-to-day basis.
- Strategy Development - Analyzing periodical sales report & formulating sales strategies for the team.
- Engaged in designing contests for people as a tool for motivating

#### ***Key Achievement -***

- Achieved 135% of the Annual Target for FY 17-18 121%, FY 16-17, 126% in FY 15-16, 112% in FY 14-15 and 123% in FY 13-14
- Achievement of Year – on – Year growth of 115% for continuous period of 5 years i.e. from 2011 to 2018
- Overall individual ownership of 20 key accounts and handling them successfully with respect to their advertisement and campaigns. This resulted in additional growth in revenue of 180% from these accounts in FY 16-17
- Expanding the sales force by recruiting new employees and training them on product and sales.

### ➤ **Executive-Processing in American Express Bank Ltd., Gurgaon (January, 2005 to Feb, 2006)**

#### ***Highlights***

- Awarded Ace Employee of the month within 2 months of joining
- Quality Checked applications received from all across India
- Achieved targets through processing of Credit Card applications on a monthly basis

### ➤ **Executive in Geeta Shankar and Company (C.A. Firm), Delhi (June, 2004 to January, 2005)**

#### ***Highlights***

- Handled operations independently and recognized as outstanding performer

## **PROFESSIONAL QUALIFICATION**

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**MBA (Full Time)** (2002-2004) at Rukmini Devi Institute of Advanced Studies, Delhi  
(Affiliated to Guru Gobind Singh Indraprastha University, New Delhi) with **1<sup>st</sup> Division (76%)**.

**Specialization:** Major - **Marketing**, Minor – Human Resource

### **Summer Training**

**ICICI BillJunction Payments Ltd, New Delhi (June 2003 to August 2003)**

### **Project Title**

Demand Estimation, Market Development and Sales for Online Payment of Bills

## **EDUCATIONAL QUALIFICATIONS**

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- **B.Com (Hons)** (1998-2001) from University of Delhi, Satyawati College with **2<sup>nd</sup> Division**
- **Standard XII** (1998) (C.B.S.E) from Cambridge School, New Delhi with **1<sup>st</sup> Division**
- **Standard X** (1996) (C.B.S.E) from Cambridge School, New Delhi with **1<sup>st</sup> Division**

## **OTHER QUALIFICATIONS**

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- Certificate in Computing (Six Months) from I.G.N.O.U
- Certificate Course (Six Months) from N.I.I.T
- MS Office (Word, Power Point and Excel) and Internet

## **PERSONAL DETAILS**

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Date of Birth: October 20, 1980

Marital Status: Single

Linguistic Proficiency: English, Hindi