

Warm Greetings and I thank you for reading this brief introduction of mine.

I am an experienced Sales and Marketing & Customer Relationship management professional who is also a content creator & curator, non-academic primary & secondary researcher, working on marketing modules, an expert with exposure to multiple industries.

A Post Graduate from Delhi University and with a postgraduate diploma in Advertising & PR, Media and Entertainment were natural choices and then later branching out into an equally challenging and dynamic industry of Education, combined with exposure to publishing & software industries and even Manufacturing helped create a powerful growth story and a professional with an evolved understanding of the dynamics of diverse fields.

My primary skills lie in client on-boarding, fostering and maintaining the revenue streams, I am also good at nurturing my professional relationships.

Having exceptional communication skills, I am also highly capable at making professional presentations and have substantial public speaking skills. I have trained small batches of professionals occasionally.

I have enjoyed deploying all my capabilities on behalf of my current organization and even occasionally freelanced.

I am confident of handling anything that comes my way professionally and even thriving in a challenging and dynamic situations which naturally will contribute to the overall organizational growth further.

Personally, I am fond of reading and also part of a vast grassroots network of people who are working at creating and spreading peace, culture and education in society.

I hope that we are able to start a conversation.

***Best Regards,
Barnali.***

BARNALI KHASTGIR
barnalikhastagir@yahoo.com
9811100728

Core Qualities: Versatile Adaptable in different industries with Leadership Qualities Excellent Communication skills, Customer relationship management skills, Intricate business negotiations expertise, Sales & Marketing Experience and to blend & function or take lead as required, voracious reader and caring team player.

Accomplishments: Customer service management, Achieving given targets, Client acquisition, Content development and content curation, Marketing creation and documentation.

Key Competences:

- Performance and goal oriented
 - A collaborator and mentor
 - Self-Motivated
 - Excellent Communications
 - Problem solving skills
 - Thought Leadership
 - Implementation and Delivery
 - Knowledge of MS Office, Odoo, Canva
 - Adaptable
 - Flexible
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Specialization:

- Sales & Marketing
- Client on-boarding , handling & servicing
- Content
- Research

EXPERIENCE

October 2022-

(Lyallpur Emporium)

BDM & NBDM

Key Responsibility Area

- Business Development & Client Servicing
- New Business Development

Additional Responsibility

- Content Development and Curation
- Creative Supervision of collaterals
- Coordination with various depts. related to sales & marketing activities and external vendors as needed.

January 2022

(GSC Alusystems)

Sales and Marketing Manager

Key Responsibility Area

- Client Relationship Management
- Taking care of back-end sales process (connecting, pitching, coordinating with the sales team and closing of sales)
- Content Development for social media engagement, email purposes and other publicity collateral development
- Research on multiple subjects as required
- Other Miscellaneous activities including coordination within depts., external vendors and whatever is required.

2021-22

Independent Consultant with varied responsibility depending on requirement of client including Sales & Client handling advice and coaching, Marketing inputs, Research, Content development & content curation.

September 2019-August 2020

(LB Associates)

Sales & Marketing and Operations

Key Responsibility Area

Main responsibility is to pitch our product (B2B & B2 C magazines) to clients

- Onboarding of fresh clients
- Servicing and nurturing existing clients
- Coordination internally with different dept. & external vendors
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Breakthroughs

- Multitasking including recruitment of interns, trainees and freshers for entry level positions, being in constant touch and coordinating with all vendors, clients/customers, especially during the first lock-down
 - Creating marketing collaterals for offline and online activities
 - Reviving old clients and onboarding fresh ones
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June 2017- September 2019

(IMS-Design Innovation Academy)

Key Responsibility Area

- Corporate Tie ups, industry partnerships
- Handling placement and internships plus student engagement (maintaining cordial relationships with both current students and alumni)
- Social media engagement and content development for both off-line and on-line activities as required
- Research on various subjects as advised

Breakthroughs

- Organized and coordinated seminars, workshops, corporate walks, advisory and outreach, corporate orientation programs etc. Onboarding technology and design partners to expand scope of the institute
 - First creating and then diligently applying SOPs for student placements and internships to enhance student traction and engagement including for incoming students.
 - Taking class-room modules for 1st year students including English and Social Science as and when required
 - Received Acknowledgement & Recommendation from the work-place
 - Developed healthy pipe-line for Institute and industry cooperation
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August 2016-May 2017

**MTG Academic Book
Publishers**

Breakthrough: As a **Sr. Manager** worked with existing Industry partners, developed new tie-ups

and onboarding clients, coordinating with different depts. to accomplish given goals, handling client requirements.

September 2015-June 2016

Chottu Film Company

Liaison Manager & Content Writer

Breakthroughs: Handling logistics, coordinating with clients, back-ground research, developing appropriate content.

March 2011 – July 2015

Next Radio Ltd (Radio One)

Team Head – Sales

Breakthroughs: Expanding client base and onboarding high profile clients like Airtel, Hike, Viber, Coca-cola (all brands) and more.

August 2008 – March 2011

Radio Indigo (Bangalore Based English Radio Station)

Senior Manager-Sales

Break through: On boarded clients like NGC, BMW, Maruti, Discovery, and KFC etc. in a highly competitive and crowded market.

2002-2007

Deccan Chronicle & Asian Age group of

Newspapers

Manager-Sales

Breakthrough: Clients such as conservative spenders like NALCO, NBCC, Bharat Electronics Limited etc. and overtaking the market leader in terms of revenue from a very competitive and niche segment of Appointments & Tenders as mandated.

1999-2002

Ananda Bazar Patrika

**Deputy Manager -Sales
& Marketing**

PROFESSIONAL QUALIFICATION:

- Post Graduate in Advertising & PR from Rajendra Prasad Institute of Communication and Management, Mumbai.
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EDUCATIONAL QUALIFICATION:

- Post Graduate in History, Delhi University.
- Graduation in History, Desh Bandhu College.
- XII th standard, Bidhan Chandra Vidyalaya, Delhi.

LANGUAGES KNOWN:

- English, Hindi, Bengali

REFERENCES:

As required.
