# ANMOL PANDITA

+1 647 4936514 / +91 9810273321 • anmol.pandita1998@gmail.com

## SUMMARY OF QUALIFICATIONS

- ✓ Exceptional communication and interpersonal skills, understanding of marketing principles and concepts with proficiency in digital marketing tools and technologies along with ability to analyse, visualize and transform datasets and models, expertise gained by working with clients globally, presenting project presentations and providing support
- ✓ Problem solving skills; ability to see the big picture as well as the finer details and propose smart solutions
- ✓ Adept at working in both team and individual environments, developed through collaborating on projects with large teams and independent freelancing
- ✓ Strong track record of developing engaging and effective lesson plans & business plans.
- ✓ Excellent knowledge in a range of computer languages, libraries, software and tools
- ✓ Data analysis and interpretation skills, Market research and competitor analysis

## EDUCATION

**Bachelors of Technology in Computer Science**
Gautam Buddha University, Greater Noida                                     **June 2016 - 2020**
Thesis- IOT Home Automation: This application was created to automate different electric home appliances to reduce our work efforts via the use of Bluetooth.

**Masters of Business Administration in Marketing & HR**
Gautam Buddha University, Greater Noida                                  **August 2020 - 2021**
Thesis- Consumer Behaviour of Customers with regards to Edtech & it's comparison to my experience that is in the booming world of Data Science and AI/ML.

## LEADERSHIP AND ACTIVITIES

**Business Development Manager**                          **August 2022 - December 2022**
ExtraMarks**,** Noida, UP

- Advised and convinced – Parents & Students for collaboration on our Learning App of K-12 Segment.
- Forecasted sales pipeline and reports, managed client retention & helped teach students recreational activities- Origami, Guitar and many more.
- Directed and energized Team's field/direct sales performance with the goal of expanding our company's market share.
- Counselled parents and students with illustrations, taught students different subjects along with certain topic of their preferences and provided psychometric analysis to help identify & bridge the gap present in the traditional educational systems.

## EXPERIENCE

**Senior Sales Specialist**                                                                    **March 2023 – Present**
Masters' Union, Gurugram, Haryana

- Delivered 4.25Crores ($600k+) of revenue in first 3months of joining, led & managed team of 10 persons for generating revenue from various programs present at Masters' Union.
- Organized & maintained daily KRA's & KPI's of team, so as to forecast & surpass our 100% of our input & deliverables.
- Spearheaded sales team & acted as a coordinator between the marketing, pre-sales, finance and the back-end team for most efficient working, moderated B2B academic partnerships, along with event management like networking mixers.

**Account Manager - IT**                                                                    **January 2023 – March 2023**
Denave, Noida, UP

- Worked for OEM- HP, marketed and campaign targeted B2B customers for Hardware, Networking and Cloud/SaaS sales. Mediated with accounts for HP to generate revenue via inside sales.
- Verbalized and wrote technical and business information to widely varied audiences, trained team for Presales, RFPs/RFQs/RFIs, and proposal writings.

**Technical Sales Specialist**                                                                    **July 2021 – July 2022**
Binary Infoways, New Delhi, DL

- Recruiting client specialist, biddings for B2B outsourcing for Edtech & IT Organizations, Served top brands like – UpGrad, Scaler Academy, SNVA Ventures, ParITy. Vcosmos, PlanetSpark.
- Played key role in Social media marketing, strategy, revenue projecting, finding leads through Facebook/Instagram/Lusha.
- Illustrating posts, designed creatives/blogs, attend client meets and conducted cold calls with E-mail marketing.

## SKILLS & INTERESTS

**Technical:** HTML, MS Excel, Power Bi, CRM, Word Press, Edtech, Lead generation, Customer Success, Social Media Management, Negotiation, SaaS/PaaS/IaaS, Consulting, Business Development, Project Management, PMS, EPCC, General Management, Proposal Writing & Lifecycle, Team Player.

**Language:**
English  : Proficient
Hindi     : Proficient
Kashmiri: Proficient

**Interests:** Founded Pawesum.com an online community for animal lovers that provides free pet registration, healthcare, and wellness services. It helps pet owners manage their pet's profile and provides access to a secure cloud where they can store all of their pet's critical documentation and medical information.