REENA SHAH

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**PERSONAL INFORMATION:**

Date of Birth: 18th of November

Gender: Female

Citizenship: Indian

Marital status: Single

**OBJECTIVE:** Looking for a challenging position with a growth-oriented company that will utilize my skills and experience to their full potential and will lead to more career development and opportunities that are more challenging.

**PROFILE:**

* Performance-driven Marketing Manager skilled in creating marketing plans and leading successful product launches promotions and development. Well-versed in SEO content creation, social media audience engagement and brand management.
* Dynamic and well-educated Marketing Coordinator offering excellent skills in client relations and proposal project management. Highly developed research skills coupled with writing and design creativity. Consistently tasked to high-dollar project pursuits.
* Successful marketing leader with proven accomplishments in maximising market growth and firm profits. Articulate and driven leader with high energy and engaging personality.
* Hardworking team builder motivates personnel to maximize performance.
* Collaborate effectively with team members and managers to improve ROI and sales numbers.
* Skilled researcher and analytical problem-solver successful at enhancing marketing campaigns and strengthening processes for maximum efficiency.
* Background includes building productive relationships and continuously improving strategies.
* Fluent in Hindi, English and Arabic verbal and Written. Native Language Gujarati.

**PROFESSIONAL EXPERINCE (Full Time):**

* Nov 2019 – Present, **Marketing Coordinator**, Time Legend HR & IT Solutions Pvt Ltd – Pune.
* Incorporate product changes to drive customer engagement and firm profits.
* Compiled product, market and customer data to forecast accurate sales and profit projections.
* Consulted with product development teams to enhance products based on customer data.
* Supervised marketing for product launches, including public relations tasks, direct mail, trade shows, sales training and e-mail blasts.
* Worked closely with product development departments to create and maintain marketing materials for sales presentations and client meetings.
* Responsible for managing the data for branches across Africa.
* Conduct periodical parity checking of existing marketing leads.
* Data management and analysis through the Salesforce CRM suite for various products.
* Managing the billing process.
* Managing all banking logistics for export activities.
* May 2017 - Aug 2019, **Senior Marketing Executive**, Satguru Travel & Tourism, Khartoum - SUDAN.
* Lead the operational delivery of an accurate, efficient and high-quality service to customers within the specified period.
* Analysis the workflow, systems and procedures against consumer needs. Market trends and the business growth Strategy.
* Responsible for the total Sales & Profit Targets for newly opened offices.
* Actively participate in upgrading systems and procedures to meet the consumer needs and business growth strategy.
* Deals with the Air Transportation companies in terms of corporate deals & discounts.
* Achieved/exceeded product sales target within the territory, to support the growth objectives of the business.
* Coordinated staffing for various marketing events.
* Preparing monthly and yearly reports to support executive decision-making.
* Coordinated with social media and public relations teams on executing product introductions.
* Manage sales and promotion within approved budget according to management policies.
* Any other duties as assigned.
* Apr 2014 – Apr 2017, **Senior Accountant**, Hindi Center, Khartoum - SUDAN.
* Preparing Daily Sales report.
* Verifying the daily invoicing and other expenses billings.
* Preparing the MIS report for decision-making.
* Maintaining Daily Cash Book.
* Preparing overview reports - Follow up the payment from the corporate clients.
* Reviewed budgets, including capital appropriations and operating budgets, and communicated findings to senior management.
* Completed year-end closing processes with controllers and external auditors.
* Reviewed documents and accounts for discrepancies and resolved variances.
* Decreased invoicing and receivable cycle times by streamlining billing systems.
* Supported monthly general ledger closing activities, including preparing journal entries and reconciliations.

* July 2011 – Mar 2013, **Senior Sales Ex.**, Yamit Commercial Enterprises, Khartoum - SUDAN.
* Maintaining daily sales Report with an accurate figure of Profit & Sales.
* Maintaining the reports of Sales & Goods Distribution Mentioning the total amount of goods Sales and Credit on a daily basis.
* Launching of cosmetics products at national/international exhibitions & shopping malls.
* Distribution supervisor of cosmetic product in Khartoum state.
* Maintain strong and excellent relationships with all stakeholders.
* Participate and contribute to planning sessions by providing constructive feedback from customer trends and insights to help identify new opportunities/challenges to ensure product range, pricing, promotion plan and sales strategies are well suited to the market place.
* Managed full sales lifecycle for customer accounts.
* Created prospect rapport by approaching leads and cultivating strong business relationships through sales.
* Analysed market trends to maximise sales.
* Demonstrating new product and its features to customers.
* Utilized effective marketing techniques to increase brand recognition.
* Monitoring budgets by comparing and analysing actual results with plans and forecasts.

**EDUCTION:**

* **Bayan College for Science & Technology “BSTC”**, Khartoum – SUDAN.

Degree: Diploma

Major: Information Technology

Grade: Good

Year: 2011

Major: Java, PHP and Data Management.