

# SHIVALI KANOONGO

## MANAGER- INSIDE SALES

### CONTACT

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### PROFILE

Being a positive-minded person with a clear vision has always helped me use a practical approach to problem-solving and a drive to see things through to completion even under immense pressure. I have more than 3 years of experience in sales as well as managing and leading teams across multiple sectors. I am always keen to learn and better myself while overcoming challenges. My goal is to grow along with the organization.

### EDUCATION

#### MASTER OF MANAGEMENT STUDIES- MARKETING (MBA)

Mumbai University | 2017 - 2019

- 9.03 out of 10 CGPI (A+ Grade)
- Presented a paper presentation in the National Seminar on "Marketing in the Convergence Era"

#### B. SC.- COMPUTER SCIENCE, STATISTICS, MATHEMATICS

Nagpur University | 2013 - 2016

80%

#### H.S.C (COMPUTER SCIENCE)

State Board of Maharashtra | 2011 - 2013

70%

### EXPERIENCE

#### MANAGER- INSIDE SALES (IT/SAAS)

##### SOLUTION ENTERPRISES (ANT MY ERP) | JULY 2021 - PRESENT

- Learning and researching the target industry and their latest trends.
- Generating prospects everyday through cold calling, creating sales pipeline.
- Convincing leads to have online demo and then do post demo follow-ups for closure.
- Providing demonstrations of the software.
- Managing relationships with the clients and prospects.
- Marketing activities for the brand. Creating awareness for the brand in relevant associations and many more
- Website Content Writing.

#### BUSINESS DEVELOPMENT MANAGER

##### TEXZONE INFORMATION SERVICES PVT. LTD. (HGH INDIA) | DEC 2018 - JULY 2021

- Responsible for the execution of the HGH India trade show, right from concept to completion.
- Managed Maharashtra and Gujarat regions. Generated business from the existing & new accounts achieved profitability and increased sales growth. Generated revenue worth Rs. 3.13 Crores for HGH India 2021 during the pandemic.
- I possess good knowledge of the distribution and retail market of India including all LFS and Speciality stores.
- Visited World's leading consumer goods trade show "Ambiente" in Frankfurt, Germany in Feb 2020.
- Played a key role in developing strategy tactics and manage marketing programs and campaigns like HGH India Web Series that drive demand, generate leads, shape market perceptions, engage specific audiences, etc.
- Mentored and managed the Sales Team as well as handled the entire Sales Support Team.
- Performed extensive market research to analyze and assess the market potential for revenue generation.
- Engaged in driving sales, collaborating with all levels of an organization, and creating compelling and quality proposals in sync with the client's need to bring the sale to closure.
- Contributed significantly to achieve customer success by exceeding customer expectations.
- Recognized problem areas; demonstrated creativity and good judgment in identifying new approaches and solutions.

### INTERNSHIPS

- Customate Systems ERP Software (Marketing)- 3 months
- Dena Bank (Marketing)- 1 month

### SKILLS

MS Office

Management | Leadership | Marketing | Sales

Familiar with Computer and Statistical programming languages