**Deepak Kumar Shah**

Flat No. D-278, Mahavir Enclave, Part-3, New Delhi

Contact: - +91-9873654437 & 9654631192, E-mail: - shah.usms@yahoo.in

**Career Objectives**

To build a long-term career in your profession with opportunities for career growth. To be an astute learner and

best performer in your organization. So that I can build an innovative career in your esteemed organization

by using my skills and other significant talents.

**Profile Summary**

* Nearly 5 years of extensive work experience in Research, Sales Support Domestic/International industries. Support and cover team members activities as and where required Be the point of escalation for issue resolution.
* Managing all ticketing related issues for the different user based on different regions.
* A result-oriented professional with expertise in project planning, solution providing, escalation handling etc.
* Hands-on experience in preparing weekly, monthly & Quarterly Sales & Campaign reports & Client reports.
* Prior experience working with Salesforce.com and familiarity with the basic Lead, Account, Contact, Opportunity structure, searching, editing records. Prior experience working with bulk update tools like Data Loader.
* Excellent knowledge about Secondary Research /Data Management / Deep Dive Analysis / Price & Competitor Analysis / Data Strategy & Insights / Campaign Management.
* Conduct research and analysis on the IT industry & Digital Agencies. Develop marketing strategies for diverse business environments.
* Hands-on experience on Platform like Salesforce, Zoho, Pipedrive CRM for different campaign.
* Managing a team of 2 to 3 Interns for various Data Management Activities.

**Academic and Professional Qualifications**

* MBA from USMS IP University Main Campus in 2011 - 2013.
* BBA from AEC College, Agra in 2007 - 2010
* 12th from K.V NEPA, Shillong in 2006
* 10th from K.V Umroi, Shillong in 2004.

**Internships**

* **Drive India enterprises solution Ltd**. (8 Weeks, June - July 2012) - Report on cost effective logistics solution and investment appraisal.
* **Aviva life insurance**. (8 Weeks, June - July, 2008) - Report on comparative study of different types of insurance.

**Projects Undertaken**

* **Special economic zones in India (SEZ**) - Detailed analysis of SPECIAL ECONOMIC ZONES. Understanding the various policies and standard measure taken to establish the SEZ in Particular areas.
* **Financial inclusion in India** - A case study of Naraina- Final research project work.

**Present Work Experience**

Company Name : **Zylotech Solutions Pvt. Ltd**.

Job Tenure : Working since July 2017 to till date.

Designation : Research Analyst (Quality & Data)

**Job Profile**

* Escalates all sales related support, queries & research for company and the user in order to profile and validate the Data records for the assigned project client like **Palo Alto, COFAX and Microsoft**.
* **Sales support:** Providing sales support for complete sales cycle in Salesforce.com (SFDC) CRM, i.e., “Lead management”, “Opportunity Management”, “Account allocation” etc. Also to handle internal sales team’s queries through Salesforce.com (SFDC) cases.
* Maintain Sales up-to-date business process and escalation documentation. Improve operational efficiency through proposing and implementing process enhancements.
* **Salesforce.com CRM support:** Managing accounts, contacts & user’s database in Salesforce.com CRM as per standard process. Also to handle SFDC user queries (e.g. New user on boarding, password reset etc.)
* Updating relevant information about the various company information on tools like Salesforce.com.
* **CRM responsibilities**: Day to day CRM management – Whole Lead Flow Process, uploading leads and allocating appropriate database to the sales persons through Salesforce.com. Responsible for maintaining and enhancing SFDC database quality and integrity.
* **CRM Data Review/Audit**: To perform daily audit ensuring overall high level of data quality in SFDC for accounts, opportunities, reports etc. Data cleanliness activities such as reviewing and correcting both recurring and ad hoc data audits. Data updates, such as Account/Territory Assignments.
* Insert, Update, Upsert, Delete, Hard delete, Export, Export All, bulk uploading through **Data Loader tools & Data Import wizard** for all salesforce objects.
* Updating ‘Parent Account’ and ‘Ultimate Parent’ to setup a hierarchy Process workflow.
* **Merging Account Process:** Managing account duplication process for the account created by various users like customer, partner or the internal user with various criteria.
* Maintenance of salesforce.com reports & dashboards of various campaigns.
* Also Handling Zendesk ticketing system for salesforce.com for the following sets of data.
* Managing Bulk Updates information like control Single & Multi-table dedupe, leads convert through **Demand tools.**
* Use of maintenance & cleansing Modules for the Dedupe of accounts and data management.
* Doing all competitive research related to the companies competing with the client.

**Previous Experience Summary**

Name : **Vinove Software & Services Private Ltd.**

Job Tenure : Worked since June 2016 to July 2017

Designation : Research Executive

**Job Profile**

* Collect data on competitors and market place and consolidate information into actionable items, reports and presentations.
* Conduct research and analysis on the IT industry & Digital Agencies. Develop marketing strategies for diverse business environments.
* Generating Leads through social media accounts and different types of job boards & handling all social media accounts.
* Introduce services to clients through email campaigns by Get Response, & Zoho tools.
* Generating Database for Identifying Potential Prospects and Maintaining Clients’ up-to-date profiles for further references.
* Identify business opportunities by categorizing prospects and evaluating their position in the industry.
* Generating reports at the end of a campaign with the help of an analytics tool.
* Updating and maintaining account-specific competitive data in sales automation tool and CRM and managing a comprehensive customer list.
* Finding out various Articles, Reports and blogs for the content Marketing teams, which help them to identify new market trends on various digital marketing agencies in the world.
* Managing all three domains (Pixel Crayons, Value Coders, Markup box) for their Research findings.

Name : **Arvato Bertelsmann Marketing Services India Pvt. Ltd.**

Job Tenure : Worked since Jan 2015 to June 2016

Designation : Associate Research & Database

Job Profile

* To perform primary research to know IT infrastructure About Companies in India and Middle East as well as Foreign Companies through Mailing and Calling for our Clients like Microsoft, SAP, Amazon Adobe, Lenovo, Cisco, Aruba Networks, EMC & Avaya India, IBM Avnet.
* Managing different campaign with directly working with Marketing/Sales Managers.
* Introduce services to clients through email campaigns by Get response tools.

Name : **Machwan Communication and Research Pvt. Limited**

Job Tenure : Worked since Nov 2012 to Jan 2015

Designation : Research Executive

**Personal Details**

Father’s Name : Mr. Prakash Chandra Ram

Sex : Male

Date of Birth : 11th Feb 1988

Nationality : Indian

Marital Status : Unmarried

Language Known : Hindi, English

I hereby declare that the above information is true to the best of my Knowledge and I bear the responsibility for the correctness of the above mentioned particulars.

**Name – Deepak Kumar Shah**

**Place: - New Delhi**