

Poonam Barsaniya

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A highly motivated individual desirous of the International Sales Executive position at Molkem Chemicals Company; possess 3 + years of sales experience, and fully equipped with negotiation, customer management, and communication skills to seek value-adding clients, leading to increased profitability of the company.

AREAS OF EXPERTISE

- Account management & Customer Service
- Customer Profiling
- Relationship Management
- CRM System & Sales Pipelines Management
- Business Development

EDUCATION:

St. Kabir Institute of Professional Studies, Ahmadabad 2019,

Post Graduate Diploma in Management

Dual Specialization -Marketing & Finance

National Institute Event Management (NIEM), Ahmadabad 2018

Post Graduate Diploma in Event Management

National Institute Event Management (NIEM), Ahmadabad 2017,

Diploma in Event Management

Som Lalit Institute of Business Administration, Ahmadabad 2017,

Bachelors in Business Administration

PROFESSIONAL EXPERIENCE:

Molkem Chemicals Pvt Ltd, Ahmedabad

Dec 2018-Present

International Sales Executive

- Maintain and develop existing and new customers through planned marketing and client initiative efforts
- Carry out Market Research. Assist the team in preparing marketing brochures.
- Assist in the planning and preparation of meetings, conferences, and conference telephone calls followed by active participation in negotiating with clients.
- Knowledge of chemicals, dyes, and pigments is ideal
- Make critical decisions on customer management and pricing strategies based on the various markets.
- Maintain database on products, queries, and customers.
- Regularly follow up with customers for product inquiries and closing sales.
- Taking customer feedback and analyzing them for future improvements
- Ensuring to update the CRM effectively with all appropriate data.
- Meeting marketing and sales financial objectives by forecasting requirements
- Identify new opportunities with existing clients in terms of products and projects
- Identifies marketing opportunities by identifying consumer requirements; defining market, competitor's share, and competitor's strengths and weaknesses; forecasting projected business; establishing targeted market share.
- Liaise and attend meetings with other company functions necessary to perform duties and aid business and organizational development.
- Understanding of export commercial terms and excellent communication skills
- Provide timely feedback to senior management regarding international sales performance.

- Provide timely, accurate, competitive pricing on all completed prospect applications submitted for pricing and approval, while striving to maintain maximum profit margins.
- Adheres to all company policies, procedures, and business ethics codes and ensures that they are communicated and implemented within the team.
- Maintains accurate records of all international prices, sales, and activity reports.
- Sets short- and long-term international sales strategies.
- Coordinate all international shipping, distribution, and delivery with the Supply Chain group.
- Organize and attend national and international exhibitions
- Knowledge of a foreign language is a plus
- Check with the opportunity for another representative (LATAM, CIS, AND MID EAST)

INTERNSHIP

Summer Internship - Future Group

- Interacting with customers
- Audit of Promotional activities and new services by Big Bazaar
- Interviewing PWD employees
- Marketing of Future Pay and Price Match Feature

Avsar Event Management

Project: Wedding Planning

- Enhanced client satisfaction by scheduling on-site service requests, and managing logistics.
- Coordinated with photographers, ceremony, and reception areas.
- Work closely with the Events Technicians to ensure proper set-up and breakdown of spaces

Shankus Event Management

Project Title: Navratri Event

- Managed administrative logistics of events planning, including fee collection, ticket booking, and event promotion.
- Supported senior planner for developing status of activities related to scheduling, cancellation, inquiries, and resourcing.
- Managed and monitor the registration site by creating marketing campaigns for the event through social media, and direct marketing.

Black Point Event Management

Project: Wedding Planning

- Member of Client Servicing team, acquiring practical exposure to various functions
- Arrange the availability of room booking, food service, transportation, and other clients' needs.
- Inspect event facilities to ensure that they conform to customer requirements.