



Sneha Shetty

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ABOUT ME

Dedicated work in sales and marketing of Valves and HVAC SaaS products. Building and managing team by leading sales and marketing activities. A clear understanding of marketing and sales with proven experience of 3+ years. Motivated to learn, grow and excel by seeking challenging opportunities where I can fully use my skills for the success of the organization.

WORK EXPERIENCE

[CCTech](#), Pune— Assistant Manager Sales and Marketing
Project- [simulationHub](#)

August 2018- PRESENT

- Devised integrated plans to build brand awareness, sales pipelines and customer acquisition plans
- Good domain knowledge of the valve manufacturing
- Create quotations/proposals as per the RFQ/RFP from clients
- Developed and implemented value-added strategies for simulationHub apps to increase profitability, expand market and cement customer relationships, increase sales
- As marketing content generator involved in writing Press Releases and Blogs
- Negotiated and closed long-term agreements with new clients in assigned territory
- Look after the legal documentation process like creating NDA, SLA documents by working closely with the legal team
- Coordinated and participated in promotional activities and trade shows
- Managed sales promotions and marketing strategies on major social media sites
- Go to market strategies for the new product

EDUCATIONAL BACKGROUND

[University of Pune](#), Pune— BE Mechanical Engineer
FIRST CLASS, 61%

SKILLS

- B2B sales and marketing
- LinkedIn Advertising
- Digital Marketing
- Negotiation
- Sales Navigator
- Hubspot CRM
- Client relationship building and management
- Excel
- HTML
- Blogs
- Canva tool

ACHIEVEMENTS

- Published article in Valve World India & Middle East July 2021 issue [\[Link\]](#)
- Host new product launch- Autonomous HVAC CFD app [\[Link\]](#)

CERTIFICATION

- Google Digital Garage Marketing Certification course
- Sales and Negotiation Skills - Selling Masterclass 2020

LANGUAGE

- English
- Hindi
- Kannada
- Marathi
- Tulu