

MANJU SHARMA

Export Manager

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R: KANPUR, U.P.



SUMMARY

As an experienced Manager with over 16 years of comprehensive experience in International Marketing & Sales (a strong background in marketing strategy, business development, and effective communication), I am confident in my ability to drive success in any organization. I have a proven track record of delivering exceptional & innovative sales tools to improve sales and clients retention.

EXPERIENCE

Export Manager

RIBBEL INTERNATIONAL LTD.

2021 - Present SONEPAT, HARYANA

RIBBEL INTERNATIONAL LTD. is a established & reputed manufacturer and exporter of FOLEY CATHETERS, ET TUBES, URINE BAGS, SURGICAL BLADES, SAFETY SCALPELS, of various types over 30 years in India.

- Boosted brand awareness and generated more than 5000 leads by managing internal and external marketing campaigns and programs.
- Managed company brand messaging, media materials, customer events, promotional strategies, and product commercialization for various projects.
- Increased brand awareness by utilizing market trends and target audience statistics for our products.
- Developed and implemented marketing strategies for launches, branding campaigns and promotions for 15+ different products.
- Managed the company's export sales/operations for 10+ international markets.

Business Development Manager

HI-TECH SURGIMED

2021 KANPUR-UP

HI-TECH SURGIMED MARKETING is a supplier & trader of Medical, Surgical, Disposable devices & hospital equipment etc. They are one of the leading sellers of best quality products and services after sales.

- Increased lead conversion rate by 15%.
- Formed 50+ new clients relationships
- Increased profit margins 20% in 2021 by implemented approaches of client retention.

Exports- Asstt. Manager

KEHR SURGICAL PVT. LTD.

09/1999 - 09/2021 KANPUR, UP

Kehr Surgical Private Limited, is pioneered manufacturer & exporter of surgical blades, disposable scalpels of various types in India as early as 1970.

- Boosted brand awareness and generated leads
- Managed huge amount of distributors satisfactorily in India and across the globe.
- Developed and implemented marketing strategies to use for new launches, rebranding campaigns and promotions.
- Identified potential markets for best reaching.
- Utilized knowledge of online strategies such as search engine marketing, product listings and affiliate marketing to maximize campaign results.
- Leveraged data insights from surveys, marketing campaigns and market research to develop targeted marketing initiatives.
- Well managed distributors network of India & overseas.

ACHIEVEMENTS

STRENGTHS:

Creative, Problem Solver, Self- motivated, Negotiation, Leadership, Active listener. Honesty, Creativity, Patience.

Industry Influencer,

MEDICAL EXPO, MEDICAL, MEDICAL FAIR Exhibitor, Meaningful Surgeon Conferences

SKILLS

Dealer Management, Product Promotion

Profit Centre Management, Marketing Strategy Planning

Client Management, Market Research

Budget Management

Logistics Management

Effective Communication

Sales Management,

Distribution Channels

LANGUAGES

ENGLISH Proficient

HINDI Proficient

PASSIONS

Travel, Conferences, Music, News.

EDUCATION

MBA- Marketing & Finance

IBM CSJM University, Kanpur

📅 2011

M.A. - Business Economics

Kanpur University, Kanpur

📅 2017

INDUSTRY EXPERTISE

Leadership & Management



TRAINING / COURSES:

Executive Training in Computer Management:

**Institute of Computer Management & IT Services,
UP.**

PERSONAL DETAILS:

- Passport No.: V5312533
- Gender : Female
- Marital Status : Married
- Address: Kanpur, UP