

Sukriti Singh

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Marketing Manager | MBA – Marketing | Risk Investigator | B. Tech – ECE | 4+ years of Experience

Summary: Sales & marketing professional with **4+ years** of experience in B2B and B2C clientele serving client acquisition, relationship building, and negotiating contracts in both international & domestic market. In current role, negotiated a **3M INR** contract and **boosted company sales by 20% among others.**

WORK EXPERIENCE

StonePlus Enterprises Pvt. Ltd., Hyderabad

June 2020 – Present

Marketing Manager (2 years 11 months)

- **Driving 20% annual revenue** by managing end to end account operations for **20+ International & Domestic clients.**
- Identified and acquired new business opportunities, resulting in a **15% growth in the customer base.**
- Developing marketing program, campaigns and events to accelerate pipeline and drive demand by **30%.**

Key Achievement:

- Exceeded target value in Q1 - 2023 **by 12 %** by anticipating the client's actual needs and collaborating with the procurement team to get the quality product delivered within the stipulated time.
- Generated **20% of annual sales** in FY 2021-22 by relationship selling and acquiring new clients.
- Established organization's social media presence, designing page content, print ads and branding the firm, **resulting in 10% boost in website traffic and 25% increase in lead generation.**

Skills Learnt:

- B2B Sales
- Contract Negotiation
- Upselling and Cross Selling Skills
- Networking skills
- Key Account Management
- Business Development
- Cold Calling
- Content Development
- International Sales
- Lead Generation
- Relationship Building
- Research skills

Amazon India Pvt Ltd, Bengaluru

Aug 2015 – Dec 2016

Risk Investigator (1 years 5 months)

- Monitored over **30 daily transactions** through custom analytics, ultimately leading to **68% reduction in fraud & chargebacks.**
- Evaluated the legitimacy of the suspicious seller accounts on the Amazon platform by conducting statistical analysis and evaluated risk via use of management software.

Key Achievement:

- Awarded Employee of Month – November 2015 in minimum error category by **reducing transaction errors by 90%.**
- Awarded Employee of the Month – March 2016 by achieving **25% higher accuracy** than standards set.

Skills Learnt: Fraud Investigations, Fraud Prevention, Risk Analysis, Risk Management, eye to detail, Quality Management

Internship

Edu Mentor Educational Services, Delhi (2 Months)

June 2019 – July 2019

Operations Manager

- Performed daily end to end operational activities starting from batch formation, scheduling the classes to coordinating with the faculties.
- Aligned with other Operations Manager of other branches for smooth daily operations, streamlining processes to **reduce overall turnaround time by 13%**, ensuring customers are serviced promptly.

Interest

- **Languages:** Fluent English and Conversational Hindi
- **Extra-Curricular:** Performing strength training workouts and playing badminton.
- **NGO:** Volunteered for CanKids NGO at AIIMS, Delhi for children suffering from cancer
- Learning **Human psychology** – Cognitive Behaviour Therapy course

EDUCATION

Institute of Management Technology (IMT), Hyderabad

June 2018 – May 2020

Post Graduate Diploma in Management (PGDM) | Specialization: **Marketing** | Minor: Operations

Amity School of Engineering & Technology (ASET), Noida

August 2011 – July 2015

B. Tech | Stream: Electronics & Communication Engineering (**ECE**)

N.K Bagrodia Public School, Delhi

June 2011

10th & 12th | Board: CBSE