

# Swati Pandey

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## Background:

I create impact through my ability to effectively communicate, learn quickly, think of creative possibilities & execute. I am a highly performance driven individual with excellent written & presentation skills with a proven ability to lead communication strategies in my organization. Experienced in business communication, development & sales, customer relationship management, strategic planning, and project & change management, I've led diverse teams & established challenging new initiatives in the markets of Uttar Pradesh & Uttarakhand.

## Specialties: Core competencies include -

- Strategic Planning • Business Process Enhancement • Corporate Communication
- Retail Marketing & Sales • Event Management & Development • CRM
- Market Research • Influencer Management & Loyalty Retention Business Process Enhancement

## Relevant Professional Experience:

- Scheduled & coordinated meetings with all their logistical elements (preparing the facility, organizing handouts/binders for attendees etc.) along with appointments & travel arrangements for supervisors and managers
- Employee Services Management (insurance, telecommunication, rent etc.)
- Trained 3 administrative assistants, during a period of company expansion to ensure strict adherence to company policies
- Coordinated with prospective employees and scheduled interviews, leading to 20+ new full-time hires
- Managed schedules with subcontractors, clients and vendors across 10+ job sites
- Reviewed proposal and budget sheets for over 20 contractors and vendors
- Developed new filing and organizational practices, saving in contracted labour expenses
- Managed travel and expense reports for team members
- Worked as a liaison and point of communication between 30 executives and 40+ staff members

## Projects Undertaken:

- Spearheaded the design, development & successful implementation of customized IT based 'Daily Management System' at distributor organization in cooperation with TATA Steel Ltd.
- Played facilitator in simultaneously two phases of 'RVM (Retail Value Management)' analysis, survey & implementation
- Channel Digitalization - Successful Implementation of 'Retail Integration System' throughout the channel, thereby facilitating all the channel partners to work on a common platform
- Successful HRM Implementation at distributor level
- Led implementation of 'CRM (Customer Relationship Management)' at distributor front

## **Organizational Experience:**

### **Business & Marketing Manager – TATA Tiscon/TATA Pravesh Doors/Artifurn- TATA Wardrobes @Distributor – TATA Steel Ltd. April 2016 – December 2021**

- Oversee sales and business development functions, including new product rollouts (**TATA Pravesh, Artifurn**), retail value management, customer relationship development, contract negotiations, and order fulfilment
- Developing an integrated strategy for the company incorporating PR, Marketing and Online Communication.
- Implementing plans to increase brand awareness and recognition for the organisation.
- Developing relationships with key media to secure and grow media coverage
- Writing press releases for local and national media.
- Collating and analysing current communications and messages and ensuring consistency.
- Communicating brand to internal customers and stakeholders.
- Overseeing the annual marketing budget and ensuring its full optimization.
- Manage channel business & responsible for market identification, development and penetration
- Design, implement, and adjust various plans and programs for brand building & enhancing channel capability.
- Coaching & mentoring of sales team
- Identifying, recruiting & on-boarding new channel partners and sales force to build business; Providing proposals, quotations and pricings to partners
- End-to-End Management of Sales related activities, strategizing and implementing action plans for micro- market penetration and target achievement
- Designing route to market strategies and market activation plans for newly launched products of Tata Steel Ltd.
- Designing and systematic implementation of Sales Acceleration Activities and monitoring them against key metrics
- Handling After-sales service and devising strategies for improving Net Promoter Score of the newly launched products (Steel Doors) of TATA Steel Ltd.

### **Marketing Manager, Retail – TATA TISCON Neelkanth Steel & Alloys, Distributor – TATA Steel Ltd. August 2013 – April 2016 (3 years, 8 months), Western U.P. & Uttarakhand, India**

#### **Major contributions include:**

- Relationship development, customer & sales volume growth along with enhanced sales of Value-Added Products – TATA TISCON 6MM & Superlinks in the semi-rural, under-developed districts of West U.P.
- As a facilitator of the Retail Value Management Initiative of TATA Steel Ltd, explored the market of Uttar Pradesh and identified Business opportunities for additional sales. During the stint, appointed dealers and assisted existing dealers with marketing initiatives for increasing their sales. Analysed the market segments, customer buying behaviour and demand scenario across the regions.

### **Marketing & Sales Coordinator, Retail – TATA TISCON Neelkanth Steel & Alloys, Distributor – TATA Steel Ltd. September 2011 – August 2013 (1 year, 11 months), Western U.P. & Uttarakhand, India**

### **Corporate Communications**

- Planning & Implementing TATA TISCON product line advertising & communication for the region.
- Planning & conducting Consumer / Mason / Contractor / Architect / Engineer & Dealer Meets for the region.
- Writing articles for TATA TISCON periodic newsletters & magazines.

### **Reporting**

- Created & Implemented Daily Management Report for the distributorship - Analysing key data inputs regarding Sales, Product popularity, Dealer performance and Actual vs. Projected sales target data.
- Create & Deliver presentation decks for Monthly, Quarterly, Half Yearly and Yearly distributor performance to TATA TISCON leadership.
- Creating Customer Insight Reports/ VOCs (Voice of Customers) on the TATA TISCON product line for the region thus helping TATA TISCON leadership getting into the nerves of present & potential customers of the brand.
- Managing distributor level ERP inputs based on Sales and other key factors.

### **Marketing & Sales Coordination**

Managing the marketing & sales of Branded Products in B2B & B2C segment in Western U.P.

Planning & Implementing TATA TISCON product line advertising & communication for the region

Planning & conducting Consumer / Mason / Contractor / Architect / Engineer & Dealer Meets for the region.

Managing a team of 10 ASOs & 84 dealers of TATA TISCON Retail Channel for sales targets and overall performance in the Western UP & Uttarakhand region.

- Managing & Meeting compliance targets for product sales of TATA TISCON product line.

### **Customer Relationship Officer (CRO), Retail – TATA TISCON Neelkanth Steel & Alloys, Distributor – TATA Steel Ltd. August 2010 – September 2011 (1 year, 1 month), Western U.P. Area, India**

#### **Customer Satisfaction**

- Organize Consumer/Influencer Meets & ensure regular
- Timely despatch of Thank you letter to customers for purchasing TATA Tiscon

#### **Channel Partner Satisfaction**

- Reviewing dealers every month on relationship between Dealer and ASO
- Timely communication with Channel Partners on changes in prices (RCP) and scheme launches

#### **Daily Management**

- Timely preparation of summary reports for Influencer Management, Channel Capability & Motivation and Consumer initiatives to be send to TSL
- Management of Influencer (Architects, Str. Engg., and Contractors) initiatives
- Sending Weekly Customer/Market Insight Report to TSL
- Track Competition activities & prices and Cement prices
- Track monthly PPA activities and ensure timely completion of activities per monthly PPA plan. Prepare summary report at the end of every month to be sent to TSL.

- Training on Sales Capability and Motivation.
- One to One session with TSL representatives at available opportunities
- Developing innovative activities to enhance customer feedback and satisfaction
- Developing & maintaining customer feedback and complaint handling system

### **Events Executive**

#### **ICFAI University Press June 2009 – August 2009**

- Support development of the event programmes
- Assist in the planning and execution of the project plans
- Update databases and manage customer relationship management (CRM) system
- Managed campaigns (ATL/BTL), devised & presented ideas & strategies for increasing awareness & sales of books keeping in consideration the increasing digital way of life

### **Professional Achievements**

Received 'Best BM-Operations' award for seamless customer service & sales in TATA Pravesh in 2018-19

Received 'Performance Excellence' award from TATA Steel Ltd. for stupendous performance in the sales of TATA Pravesh in both retail & H&C segments

Received 'Certificate of Excellence' from TATA Steel Ltd. for outstanding performance & contribution to Daily Management & Retail Value Management in 2013-14

Became the first ever female 'TATA Tiscon Retail General' across India in 2013

Bagged Best Presentation Award (team) in TATA Tiscon Sales Meet held in Jaipur in 2014

### **Educational Qualifications:**

MBA – HR from ICFAI (Institute of Chartered Financial Accountants of India)

Post Graduate in Commerce from CCS University

### **Professional Certifications:**

Digital Marketing Specialisation, University of Illinois – thru Coursera

Digital Marketing Certification from Google Digital

Thanks.