

# Komal Saini.

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## Current Objective:

Senior sales and marketing position in challenging in new field where I can add value with my 15+ year of experience in sales targets , increasing company marketing shares , developing new business and revitalizing nonperformance sales program .

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## Skill & Expertise:

- |                           |                               |                       |
|---------------------------|-------------------------------|-----------------------|
| • Marketing Communication | • CRM                         | • Team Management     |
| • Sales Operation         | • Market Research             | • Client Satisfaction |
| • Business Analysis       | • Sales Target Oriented       | • Direct Sales        |
| • Negotiation             | • Identify & Outsource Market | • Business Management |

## Professional Employment

### Gujarat Infotech Ltd. (Oct 17 to Till Date)

Designation –Marketing Manager.

### Sales & Marketing Activity: (Team Size: 3 Mem)

- Manage Ecommerce Portal of Amazon.com & Flipkart.com (selling more than 15 items on both portal)
- Handle CSC Government Project – (Election card ) department Epic card selling to CSC Centers
- Design and execute development plans, annual action plans and investment, maintenance and expenses plans
- Understand the requirement from customer and send quotation and then start development with team.
- Social Media Management – Post on LinkedIn, Facebook, Twitter, instagram, pinterest.
- Manage WFMS and CRM for daily basis activity, update it daily basis.
- Search Tender and forward to Tender department .
- Manage sales and marketing activity and Payment Follow up , Generate Invoice ,Send Quotation for Datacard Printer Products .
- Manage Stock inventory for Products in software.
- Tender Project Work allocated by Tender Team ( Gujarat Election Commission Database s/w)

### **As Software Dept Head activity: (TeamSize: 11 Mem)**

- Manage Software Department with 11 employee team and also doing Sales and marketing activity for Software Sales.
- Visit the Customer Location and understand the Requirements for Software Development
- Collaborate with software Developers & software architects to plan, Design and developers, test and maintain the web & Desktop base Application.
- Assist in the collection of documents of client requirements, development of user stories, estimates it and work plan.
- Research and evaluate variety of software products.
- Guide team developments efforts towards successful project delivery.
- Schedule meeting (By Meet tool & Microsoft Team tool) with customer – weekly and monthly for more clarification between Developers and Customer views and reviews.
- Adhere to high quality development principals while delivering solutions on time & on-budget

### **Aditech Infotech Pvt Ltd. (Feb 17 To Sept 17)**

#### **Designation: Marketing Manager.**

- Perform regular administration and management activities of the Company
- Design and execute development plans, annual action plans and investment, maintenance and expenses plans
- Manage staff, preparing work schedules and assigning specific duties
- Direct and coordinate activities of businesses or departments concerned with the production, pricing, sales, and/or distribution of products
- Review financial statements, sales and activity reports, and other performance data to measure productivity and goal achievement and to determine areas needing cost reduction and program improvement.
- Determine staffing requirements, and interview, hire and train new employees.
- Direct and coordinate organization's financial and budget activities to fund operations, maximize investments, and increase efficiency.
- Plan store layouts, and design displays.
- Successfully managing B2B and B2C business development for IT Security solutions based on Biometric Principle.
- Responsible for company over all goals in terms of revenue and market reach with healthy profit margin
- Leading a team of marketing & sales professional and responsible to utilize their talent and generate maximum business from them.
- Involve in Direct Sales activity through product demo, presentations at Government Defense and corporate customers.

## **The Anuswara (September 2015 to Jan 17 )**

### **Designation: Business Development Manager**

- Online Marketing – Promote business effectively online and develop targeted online marketing strategy.
- Develop Global Network with use of tools – LinkedIn & Twitter & Facebook.
- Social Media Management – Post on LinkedIn, Facebook, Twitter, instagram, pinterest.
- Generate leads than Skype call OR meeting with Customer.
- Call to leads, Prepare Quotation, take follow up for leads, collect PO and Payment Follow up
- Handling SEO Team also for marketing & Sales Activity to generates leads
- Collect requirements from clients
- Meeting with Project Manager for customer requirements and hand over work to PM
- Work as HR manager for this company also – Recruited for post of - .net, PHP, Android, MVC Developer
- Projects Testing for all projects from beginning to end.
- Back office Activity, Office Administration work
- Bank Work – for DD, Deposit Chq, FIRC.

## **Cantex Systems Pvt Ltd.(September 2014 To August 2015)**

### **Designation: Sales Manager**

- Manage Dealer Channel network across Gujarat
- Search Dealer Data & Generate leads for Dealers network
- Call to leads, Prepare Quotation, take follow up for leads, and collect PO and Payment Follow up.
- Tender work: Access <https://www.nprocure.com> & other Web blink and search tenders related products.
- Tender Analysis : Like Completion Period , Price Offered , Financial Ability of Company
- Tender Evaluation – for Tender like Tender ID, Date, Value, Last date of Bid Submission
- Prepared company Legal Documents with authorized stamp and signature.
- Prepared Technical Specification requirements with manufacturer Certificate
- Amendments to Tender Documents.
- Procedure for Online Submission of BIDS & Earnest Money.

## **Seagull Prosec Technologies. (August 2013 to August 2014)**

### **Designation: Head – Marketing & Administration.**

- B2B & C2B Marketing (Online marketing in all over world)
- Call to leads, Prepare Quotation, take follow up for leads, collect PO and Payment Follow up
- Followed up with after sales and performed daily routine administrative procedure
- Maintaining excellent relation with clients to generate avenue for further business.
- Communications with customers are handled within the required time frame
- Achieving Sales Targets: Responsible for Planning and achieving individual sales Target of Key Account
- managers & Direct Sales Team so as to achieve the targets

## **Aria Telecom Solutions Pvt Ltd. (May 2012 to July 2013)**

### **Designation: Regional Sales Manager**

- Online Marketing & Tele Marketing within India by tele calling
- Generate leads and create Distributor network & Dealer channel network among Guj , Rajasthan & M.H
- Region.
- Followed up with after sales and performed daily routine administrative procedure
- Call to leads, Prepare Quotation, take follow up for leads, and collect PO and Payment Follow up.
- Achieving Sales Targets: Responsible for Planning and achieving individual sales Target of Key Account
- managers &
- Direct Sales Team so as to achieve the targets
- Followed up with after sales and performed daily routine administrative procedure
- Maintaining excellent relation with clients to generate avenue for further business.

## **Aditech Infotech Pvt Ltd (March 2010 to April 2012)**

### **Designation: Sales Manager**

- B2B & C2B Marketing (Online marketing in all over world)
- Handling SEO Team also for marketing & Sales Activity to generates leads
- Handling 3 Person Tele caller team and generates Leads for marketing activity .
- Interface with Individuals / key influencers among Corporate for ascertaining requirements, making
- presentations and delivering need based product solutions.

- Handle GOV Tender work and achieved target ( Online tendering also on GOV Online Tender Website)
- Achieving Sales Targets: Responsible for Planning and achieving individual sales Target of Key Account
- managers &
- Direct Sales Team so as to achieve the targets
- Manage & coordinate with all departments, as a Back office Manager schedule for Marketing Executive & Support Eng & software Eng .
- Followed up with after sales and performed daily routine administrative procedure
- Maintaining excellent relation with clients to generate avenue for further business.
- Delivered high quality service by developing in-depth knowledge about technical specifications and also company's
- process and systems, and then documenting them.
- Monitoring activities of competition in market & Monitor, review & report on Marketing team activity.
- Call to leads, Prepare Quotation, take follow up for leads, collect PO and Payment Follow up .
- Totally handling AIPL both Office (corporate & Registered Office) for all matter.

### **Hazel Infotech Ltd. (From Dec 2007 to FEB 2010)**

#### **Designation: Tele Marketing Executive & Software Support Executive**

- Tele Marketing, Prepare Quotation.
- Take Follow up of all leads and get appointments.
- Close the lead and collect P.O
- Online & On field Software Implementation at Client Side.
- Online Customizing the Reports as per Client Requirements.
- Online Software training to the Client.
- Schedule for Marketing Executive & Support Executive.
- Payment Collection & AMC Collection.

**Academic Qualification:**

- S.S.C passed from Nutan High School , Ahmedabad with First Class (March 1999).
- H.S.C passed from H.H Patel High School , Ahmedabad with Second Class (March 2001).
- Graduate in Bachelor of Commerce with Second class from Som Lalit College of Commerce, Gujarat University Ahmedabad (April 2004).
- GNIIT Software Engineering Course from NIIT, Ahmedabad.(July 2007) .
- Diploma in Corporate Communication & Advertisement from AMA : (July 2011 to Dec 2011)
- International MBA in IT , United Business Institutes Brussels, Belgium : (Oct 2012 to Sept 2013)

**Personal Information:**

**Date of Birth:** 13-October-1983  
**Gender:** Female  
**Language Known:** Gujarati, Hindi &English.  
**Marital Status:** Married

**Declaration:**

I hereby declare that all the information furnished by me is true to the best of my knowledge and belief.

**Place: Ahmedabad**

**Date:Komal Saini.**