

MARKETING & SALES ANALYST

Summary

- A result oriented Marketing & Sales Analyst with 10 years of industry experience in the Staffing, Internet / ecommerce / Dotcom, Media / Publishing domain with expertise in Business process improvement, Business Process Flow Documentation & Data Analysis.
- Experienced with and proficient in Microsoft Office (Excel, Word, Powerpoint), Outlook tools & Salesforce, Microsoft Dynamics NAV - (Navision) for sales tracking.

Experience

Marketing & Sales Analyst , 07/2015 to Current Company Name i¼ City , State

- A Healthcare referral services company (national provider of staffing solutions in behavioral, social service, education, psychiatry, mental health and addictions treatment fields).
- Primary duties include: Reports and collaborates directly with the President to promote a culture of high performance and continuous growth by supporting all research and evaluation of new products, services and proposed logical solutions.
- Manage vendors to maintain and grow strong relationships by overseeing rates/pricing, contracts and resources Provided corporate executives with data to support new business development.
- Facilitated collection of qualitative and quantitative data to assess current processes, benchmark against best practice metrics, and quantify improvement opportunities.
- Leveraged requirement gathering skills, analytics and general knowledge of business operations to drive project direction.
- Documented and reviewed SOPs, work plans, and other deliverables to gauge project performance and client satisfaction.
- Created pivot tables & used conditional formatting and validation rules to highlight data in Excel.

Client Sourcing & Inside Sales Specialist , 03/2014 to 07/2015 Company Name i¼ City , State

- Lead Generation, New Business Development & growth of business agreements for physician recruitment solutions with Hospitals, Private Practices and Healthcare Recruitment Firms to assist with physician staffing shortages while negotiating high-dollar, profitable contracts to place the physicians.
- Career Fair event sales for booth space at the events.
- Primary duties include: Managing the entire process, from sale to execution, employing consultative sales methods to exceed revenue goals and continue to grow client base; consistently achieved quota attainment.
- Conduct live product demonstrations & presentations via webinar.
- Renew existing business, increase spend and create new buyers in existing accounts by cultivating new relationships laterally and above the primary contact.
- Selling consultatively: creating client proposals, identifying and developing leads, setting appointments, conducting account research, leading sales calls independently and creating relationships that lead to new business for the online Career Center.
- Utilization of Salesforce for all outreach activity.

Zonal Manager (Corporate Sales) , 08/2007 to 05/2013 Company Name i¼ City , State

- Handling Key Customer - Identify & analyze the client's requirements & propose customized solutions.
- Business Development B2B outside & inside Sales for naukri.com e-recruitment solutions with revenue growth of more than 40% for the last consecutive 4 years.
- Selling Referral Tool & Assessments tool (subject matter by expertizing) for HR's of organizations Sales Planning - Planning and forecasting sales / Pipeline Management / Territory Management Product Management / Business Analysis - Articulate value proposition during the sales process to various technical and non-technical audiences and stakeholder groups at all levels (from end-users to executives).
- Collect, document and assess business, functional and technical requirements during the sales process and design/propose the appropriate solution to meet those requirements and achieve the stated business objectives Branch Management & Team Management.
- Handled a team of 20 people) Interact with senior management in the client organizations & present products & services.
- Achieved targets for 15 quarters out of the 5.5 years in naukri.com (Infodedge India Ltd.) & aggregated revenues of more than \$ 6 Million Won Sales Incentive International Trip - Hong Kong.

Assistant Manager , 04/2005 to 08/2007 Company Name i¼ City , State

- A Times Group Company Setting up channel business of more than 20 partners for Good Life World (A Times of India Channel network to sell Timesjobs.com, Magicbricks.com & Simplymarry.com Services) in South Delhi & Gurgaon Region, INDIA.
- Business Development / Inside Sales - Making Presentations / Closure, Negotiation, Follow up Servicing / Account / Relationship Management.& growing the product revenue more than 30% through these channel partners via Inside Sales & walk-in customers.
- Sales Planning - Planning and forecasting sales / Pipeline Management Promoting / launching various brands like Swyamvar (Matchmaking events), Kiosk, etc.

Assistant Sales Manager , 09/2004 to 03/2005 Company Name i¼ City , State

- Sourcing of High Value Home Loans from Corporate Clients by direct outside sales.
- Organizing sales Campaigns in different areas of Delhi & NCR, INDIA.
- Creating new client base for the products through aggressive marketing.
- Coordinating with leasing agents for business generation.

Education

Master of Science : 2004

International Business Management (Marketing) Fore School of Management in collaboration with Nottingham Business School, UK State , India

Bachelor of Science : Botany Honors , 2003 Kirori Mal College, Delhi University 1/4 State , India

Chandan Baluja

Skills

Articulate, Business Analysis, Business Development, Business operations, Excel, Negotiation, Relationship Management, Sales Planning