

CONTACT

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ACHIEVEMENTS

- Top performer at RUC (name of latest project) during lockdown phase
- Highest Walk-in count for Q3 2020 in Kalyan Cluster
- Runner-up sourcing manager for Q3 2020 in Kalyan Cluster
- Managed to set Performance Benchmark for the entire channel team
- Managed assigned Channel Partners accounts very effectively
- Reliable resource, having gained the trust of Team Leads for managing key accounts
- Built personal talent pipeline in own work area
- Trained and managed distributors associates

SKILLS



PRIYANKA RANA

Assistant Manager, MBA, Marketing & Sales

EXPERIENCE LATEST

Assistant Manager - Sales

Xanadu Realty / Mumbai / India / May 2019 – Ongoing

- Managing sales territories in the Mumbai area and bringing non-performing markets into core market
- Improving product marketability and profitability by researching, identifying and capitalising on market opportunities
- Helping channel partners with innovation and techniques to expand their current scale of business thereby helping the organisation to achieve its targets
- Devising and implementing strategies for various BTL activities to be conducted for corporate clients
- Identifying consumer and market requirements, competitor's share as well as their strengths and weaknesses
- Building a pipeline of customers, tapping into existing database and building newer channels of potential clients
- Redefining relationships with channel partners into long-term partnerships based on trust and responsive service
- Contributing marketing and sales inputs for building strategic plans
- Developing strategies for corporate tie-ups and association
- Analysing financial data to create preliminary development budgets
- Advising the sales and marketing team

EDUCATION

Master of Business Administration - MBA, Marketing

Balaji Institute of International Business / Pune / India / 2017 - 2019

Bachelor of Business Administration - Marketing

St. Xavier's College / Ranchi / India / 2013 - 2016

Become a Product Manager & Agile Fundamentals

Udemy Courses / 2020

FEEDBACK

From direct manager, in latest feedback cycle

Emotional maturity

Completely understand other's situations and always finds a way to provide personalised support. Emotionally very strong, is like a pillar during the time of distress.

Feedback culture

Builds a culture that enables the sharing of feedback and critique in a non threatening environment, where mistakes and failures are used as learnings and not as punitive opportunities.

Lead by example

Always up front, leads others by setting right examples with her own behaviour. Creates systems and processes to identify and meet future capability requirements. Is disciplined and doesn't deviate.

Mentoring

Coaches team members on taking difficult decisions by sharing personal experiences and learnings. Inspires others to think positively with her actions, communication and conduct. Demonstrates that sometimes the only difference between success and failure is positive thinking.

Accountability

Takes accountability for her own decisions and deliverables in collaborative assignments. Listens to and appreciates multiple perspectives. Takes complete ownership of not only her own work but also related areas of work.

EXPERIENCE CONTINUED

Sales and Marketing Intern

HDFC Bank Limited / Pune / India / May - July 2018

- Working on non-managed customers and product penetration
- Understanding customer needs to promote appropriate products
- Mentoring under Marketing and Sales managers to gain knowledge of the Banking industry and HDFC products

Marketing and Promotions Intern

United Colors of Benetton / Ranchi / India / May - July 2015

- Working on product penetration through promotional campaigns
- Measuring and analysing impact of campaigns
- Creating presentations and other administrative tasks

Creative Head - Volunteer

Balaji Institute of International Business / Pune / India / Jan 2017 - Jan 2018

- Lead of the creative committee for the Balaji Institute of International Business for the year 2017
- Directing a team of fellow students in preparing the institute premises for cultural events

Public Relations - Volunteer

St. Xavier's College / Ranchi / India / April 2015

- Member of the PR squad for the 2015 Management Fest
- Promoting the college and its curriculum

REFERENCES



Parth Nagar

Deputy Manager

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INTERESTS AND HOBBIES



Movies



Photography



Music



Exercising



Travelling