

CONTACT

-  +91 7666619735
-  saloni.r.samant@gmail.com
-  Pune, India

EDUCATION

St Joseph High School

High School

Aditya Horizon Jr. College

Science

Symbiosis Institute of Computer Studies and Research

BCA

SKILLS

- Digital Marketing
- Business Development
- Data-driven, personalized and customer-centric strategies
- Data mining and analysis
- SMM
- Decision making
- Multi-tasking
- Social skills
- Business Analyst
- Microsoft Office
- CRM tools
- Linguistics
- Creativity
- Client contract negotiations
- Problem solver
- Online marketing campaigns
- Sales and Marketing
- Project Management

PROFILE

A My name is Saloni Samant, I am a BCA graduate from the esteemed Symbiosis Institute of Computer Studies and Research with a passion in the Digital Marketing and Business Development sector. I believe I am a goal-focused Business Development Management Professional, driven to exceed revenue objectives and drive business growth with my excellent networking and lead development skills. Additionally, one of my strengths lies in my multilingual abilities. I am fluent in French, English, Marathi and Hindi, enabling me to effectively communicate and engage with diverse audiences. .

WORK EXPERIENCE

PUBLIC RELATIONS COORDINATOR YOUTH INDIA FOUNDATION

Internship

- Supported marketing teams in developing, implementing and promoting, engaging, focused media campaigns.
- Worked with team to develop and implement new fundraising opportunities by creating stories and press releases for maximum community engagement and donations.
- Created interesting written and photographic content to grow and compliment organisational profile, reputation and influence.
- Devised bespoke social media campaigns to target and engage emerging audiences, effectively growing brand reach.
- Led a team of 5 and helped produce posters and brochures to promote, market and advertise forthcoming events.

MARKETING INTERN AB PETROCHEM PVT LTD

Internship

- Improved customer acquisition rates through targeted discussions on market segmentation and pricing strategies.
- Added value to marketing material by introducing creative advertising concepts, driving customer interest.
- Utilized various Digital Marketing and CRM tools to identify and reach better prospects. Leveraged tools such as Google Analytics, Facebook Ads Manager, and Salesforce CRM to track campaign performance, optimize targeting, and generate qualified leads.
- Maintained up-to-date knowledge of industry, target accounts and competitive landscape.
- Developed business growth plans by identifying key clients, critical targets and priority service lines.
- Created short-term and long-term goals for business team to achieve objectives.
- Handled and worked with International clients

CERTIFICATES

- Google Certification of Fundamentals of Digital Marketing
- The French Ministry certification of French DELF A2
- Asana Project Management Asana Project Management
- Google Analytics Google Analytics
- Applied Digital Skills Applied Digital Skills
- HubSpot Inbound Sales

BUSINESS DEVELOPMENT EXECUTIVE AMURA MARKETING TECHNOLOGIES

Present

- **Market Research:** Conduct market research to identify new business opportunities and trends. This may involve analyzing industry data, competitor analysis, and customer behavior.
- **Lead Generation:** Generate leads through various channels, such as cold calls, emails, networking, and referrals. This involves identifying potential clients or partners who may be interested in the company's products or services.
- **Client Relationship Management:** Build and maintain strong relationships with existing clients. This involves understanding their needs, addressing their concerns, and identifying opportunities for upselling or cross-selling.
- **Proposal and Presentation:** Prepare and deliver compelling proposals and presentations to potential clients. These documents should highlight the company's value proposition and how it can meet the client's needs.
- **Negotiation:** Negotiate terms and contracts with clients or partners. This may involve discussing pricing, delivery schedules, and other terms to secure new business.
- **Sales Strategy:** Develop and implement sales strategies to achieve revenue targets. This includes setting sales goals, creating sales plans, and monitoring progress.
- **Networking:** Attend industry events, trade shows, and conferences to build a professional network and identify potential business opportunities.
- **Product Knowledge:** Stay informed about the company's products or services and how they compare to competitors. This knowledge is essential for effectively communicating value to potential clients.
- **Market Analysis:** Continuously monitor and analyze market conditions and trends to adapt the company's business development strategies accordingly.
- **Reporting:** Provide regular reports to management on sales performance, market trends, and business development activities.
- **Team Collaboration:** Collaborate with other teams within the organization, such as marketing, product development, and customer service, to ensure a coordinated approach to business development.
- **Pipeline Management:** Maintain a sales pipeline by tracking leads, opportunities, and the progress of potential deals.
- **Goal Achievement:** Meet or exceed sales and revenue targets set by the company.
- **Customer Feedback:** Gather feedback from clients and use it to improve products and services, as well as to enhance the overall customer experience.
- **Strategic Planning:** Contribute to the development of long-term business development strategies and goals for the company.