

# Jyoti Nigam

Account Manager



Ahmedabad, India 380016



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Experienced Account Manager with a demonstrated history of working in the internet and IT Industry for 8+ years.

Skilled in Customer Service and relationships building. Understanding the fundamental drivers of the business, customer partnership. Trained to accomplish goals and drive success collaborating with team.

Collaborating with senior management to undertake strategic planning in order to support and advance co-operate goals. Monitor and evaluate industry trends and customer behavior to meet regularly business goals.

Generate new revenue from the existing clientele by identifying business opportunity, decision making by screening potential deals inline those with strategies and close.

Efficient and Experienced in handling multiple projects in a fast-paced environment for large corporations. Skilled in SQL Database, Public Speaking, Interpersonal Skills, and Corporate Communications. Strong Marketing & business development professional. Excellent Team Player with Effective leadership quality. Outstanding Adaptability of Time management skills. Self motivated person. Enthusiastic, focused and dedicated towards work. Strong Analytical/Critical skills with Problem solving Abilities. Ability to work independently and/or within a collaborative team structure as Team player. Ability to produce high volumes of quality work under tight deadlines.



## Skills

Strategic account development

New Business Development

Sales presentations

Account management

Strategic planning

Problem-solving skills

Public Relations

Cold calling skills

Project Management

Marketing strategy

Data Analytics

Prospecting customers

Digital marketing

S3 bucket, DB encryption, Virtual Private Cloud

Cloud computing, Artificial Intelligence

Linux, DBMS, JAVA, HTML



## Work History

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**2019-11 - Current**

### **Account Manager**

*Uplers, Ahmedabad*

- Managing Australian Onshore Client kitty of 80+ dealing with different Industries sector ( For eg - Ecommerce, Information technology, Automobile, Food and beverages, transport etc) with Annual revenue of \$1 million projects on recurring and Project to project basis by smartly performing upselling & cross selling methods.
- Account Planning: Building a comprehensive account plan, wherein details key relationships required, the opportunities and the revenue expected from such opportunities, as well as potential threats and weaknesses that need to be addressed.
- Business Development: Responsible for building and managing a portfolio, driving revenues within the assigned account or the portfolio of accounts by being the owner of the entire opportunity management cycle, which involves identifying business opportunities, selling, service delivery, and negotiations.
- Client Delivery: Work closely with the delivery teams to ensure that the team understands the customer requirements and is aligned.
- Pitching services, Negotiation and Onboarding, solely responsible for Client kitty and individual project success growth along with providing delight experience by handling and leading internal executional team and client parallelly.

**2016-08 - 2018-12**

### **Marketing- Research Associate**

*Indian Institute of Management , Ahmedabad*

- Worked in IIM Ahmedabad with ePGP Department
- EPGP stands for e-mode Post Graduate Diploma programme offered in hybrid learning mode
- Handle marketing communication for the programme including updating programme information on the institute's website, posting updates on social media, tele-calling prospective candidates
- Organizing regular email blasts with new themes and providing inputs for the development of new e-marketing materials
- Coordinated organizing information seminars and other outreach activities for the programme. This includes booking venue at other cities, publishing information on institute website and other social media platforms, raising awareness about the events & managing enrolments, organizing institute webinar for a prospective candidate
- Perform the role of initial point of contact for candidates during admission queries, maintaining regular contact with prospective students & applicants, answering queries and referring students to appropriate persons or

information sources and managed enrolments

- Coordinated receipt and tracking of application materials & documents as a part of application process, assisting in scheduling admission process
- Assisted ePGP office in Administrative activities
- Supported chairperson and ePGP Office in day-to-day functioning
- Managed Data Analytics of ePGP using Tableau and Ms-Excel.

2015-11 - 2016-07

## Marketing Executive -Research Associate

*Ottobock - German Based Company*

I worked as a **Marketing Professional** in German Based Health-Care Company for “ **Competitor Profile Analysis** ” to check out market share, growth and better positioning of Orthotist and Prosthetic Products in Ahmedabad Region

Jyoti Nigam 1

### **Job Responsibilities:**

Monitor and forecast marketing and sales trends -Doing Technical Background Study.

Measure the effectiveness of marketing programs and strategies

Devise and evaluate methods for collecting data, such as surveys, questionnaires, and opinion polls - Technical research based on Questionnaire &Testing.

Gather data about consumers, competitors, and market conditions.

Field Work Survey, Document Analysis, Market Analysis, Competitive Analysis, official presentations. Understanding and Updating Healthcare Products.

Analyze data using statistical software such as SPSS.

Convert complex data and findings into understandable tables, graphs, and written reports.

Prepare reports and present results to clients and management Stakeholders.

Outcomes, Result and Project timeline follow ups.

2014-09 - 2015-10

## Management Trainee- Marketing

*Kitboard.in, Ahmedabad*

- Overseeing & Developing Marketing Campaigns.
- Analyzing Campaigns result and reporting performance back to Stakeholders.
- Conducting research & analyze data to identify & define audiences.
- Devising & presenting ideas & strategies
- Compiling & Distributing financial & Statistical Information.
- Maintaining websites & looking at Data Analytics using Excel.
- Working knowledge of HTML and CSS is a big plus.
- Organizing event and product exhibition.
- Coordinating Internal Marketing & managing Organizational Websites.
- Monitoring performance & Managing social media Campaigns.
- Writing and optimize content for the website and social networking account such as Facebook , Twitter



## Education

2016-04 - 2017-06

## Post Graduate Diploma: Marketing

California State University, Association - Jyoti Nigam, Ahmedabad

Some of the topics which covered broadly are: Marketing in organization context , Product concept & STP, Approaches to marketing , Consumer behaviour , International marketing, Marketing communication ,advertising and promotion, Pricing and packaging & Market research.

**Awarded “Motivation Engineers Medal for Outstanding performance in Marketing and Sales Management”**

CGPA :8.0

2010-06 - 2014-06

## **Bachelor of Technology: Computer Science**

Gujarat Technological University, Kendriya Vidyalaya - Btech

GPA: 7.73

Some of the Broad topics covered, mentioned below :

- Object oriented programming with Java.
- Service Oriented Computing
- Soft Computing
- Software Testing and Quality
- Software Engineering
- Information Security
- Web Application Development
- Operating System Design
- Database Management System, Operating System etc.

2009-06 - 2010-06

## **12th**

Central Board of Secondary Education, CBSE

GPA: 8.0, GPA: 70.5, Physics, Chemistry , Maths, Computer science



## **Accomplishments**

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- **Btech Project** : Smart Remote App – Fast and secured android application to access desktop/laptop and other smart phones from anywhere
- **Research** : Adhoc Network Research Lab, IIM Calcutta. Worked under DIT sponsored Smart Transportation project under guidance of Prof. Somprakash Bandyopadhyaya
- **Training** : Network Management Training, Nettech-LNMIIT learned about network management skills which includes TCP/IP, Team working, networking etc. Declared among top 10 students (2010-12)  
Ethical Hacking and Information Security-Kyron Digital Securities/IIT Kharagpur
- **Certifications:**
  - I have learned digital marketing course from Illinois University at Urbana Champaign via Coursera and earned following certificate
  - Marketing in Digital World, License NWBAT55U9C5Y
  - Digital Market Analytics for Marketing Professionals: License 5TY6H6K3LS9T
  - Digital Analytics for Marketing Professionals: Marketing Analytics in practice, License L5UJK6CDWDYG
  - Digital Marketing Channels: The Landscape , License C2W2JK9R82J6
  - Digital Marketing Channels: Planning, License 6B2QFYFBQ884

- Customer Analytics, License Q8FU4ENKB7KH



## Awards

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- Awarded lions young leader in Service Silver Award in recognition to the community 2014.
- Regional finalist in west zone in AIMA's CHANAKYA '13 , a management simulation game.
- Got Certified as top 10 students in Network Management in NET-TECH , LNMIIT Jaipur , 2012.
- Won Memento for overall performance in university by vice chancellor on 26th January, 2015.
- Awarded Motivation Engineers Medal for Outstanding Performance in Marketing and sales management 2018