

# Deepika Meena

A seasoned customer experience professional who understands customer needs and deliver outcomes based on the best solutions

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📍 Gurgaon, India

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## EDUCATION

### Masters in Business Administration Indian Institute of Management, Indore

05/2020 - 03/2022

#### Courses

- Strategic Brand Building
- CRM strategy
- Marketing Research
- B2B Marketing

### BE, Chemical

Dr. SSBUI CET, Panjab University

06/2016 - 03/2020

## WORK EXPERIENCE

### Client Growth Partner Markets&Markets

09/2023 - Present

Gurgaon, India

#### Achievements & Tasks

- Analysed 100+ market research reports, identifying high-growth segments driving targeted outreach strategies
- Established trust with clients by proactive communication, personalized demos, onboarded of 2 new clients
- Mastered product-as-a-service, developed bespoke client presentations connecting solutions to specific needs

### Sr. Associate Business Development Cognizant Technology Solutions

05/2022 - 08/2023

Gurgaon, India

#### Achievements/Tasks

- End-to-end bid management for RFPs, compelling price proposals to win key contracts in the healthcare IT sector
- Spearheaded 3 high-impact client accounts securing > 60% contract wins through data-driven and tailored solutions
- Led cross-functional teams to craft persuasive proposals within deadlines, resulting 35% increase in conversion rate
- Engaged stakeholders throughout the sales cycle, data-driven presentations to secure buy-in and project approvals
- Transformed client experience via personalized visit programs, implemented unique itineraries for 3 clients' accounts

### Sales & Marketing Intern Shiva Engineering Services

04/2021 - 06/2021

Gurgaon, India

#### Achievements/Tasks

- Performed comprehensive market and competitor analysis to drive brand development initiatives for SES Digital line
- Started B2B sales LinkedIn campaign, targeted 500+ potential customers, received positive response from 60+ people
- Boosted impressions by 15% by effective social media management, leveraging SEO and content marketing strategies

## SKILLS

Customer Relationship Management

Brand Management

Branding strategies

Market research

Project Management

Campaign management

Problem solving

Microsoft Office Suite

## PROJECTS

### Oriserve

- Established relationships with marketing agencies in the USA and Latin America to sell AI powered Bot
- Communicated with relevant stakeholders to promote product offerings through email marketing
- Researched data for evaluating and ranking potential partner agencies based on fit and multiple factors

### Outlook India

- Conducted market research to gather information on target audience and industry trends
- Assisted in the creation of promotional materials such as flyers, emails, and social media posts
- Participated in sales meetings and assisted in the development of sales plans to achieve key results

### Rural MR

- Analysed data on the economic and demographic characteristics of the target market
- Researched government policies and initiatives related to rural entrepreneurship in India
- Studied the competitive landscape of the rural market, including the products and services offered

## POSITION OF RESPONSIBILITIES

### Convener Cyanide (Panjab University Annual fest) (06/2019 - 03/2020)

Chief Organizer

### Dance Society (06/2016 - 03/2020)

Senior member

## LANGUAGES

English

Full Professional Proficiency

Hindi

Full Professional Proficiency

## INTERESTS

Dancing

Travelling

Social media