

MANI BANSAL

-29, Gurdwara Street, Goniana Mandi, Bathinda, Punjab-151201;

Email: manibansal238@gmail.com; **Mobile:** 9646150363.

Date of Birth: 27th Jan.1997:

LinkedIn: <https://www.linkedin.com/in/mani-bansal-146485189/>



WORK EXPERIENCE AND JOB DESCRIPTION

MATRIMONY.COM (Wedding Services)

19th May'21 – till date

Designation - Corporate Sales Executive

- New Business Development, Prospecting, probing and understanding requirements and proposing solutions that would address dynamic needs of the Service Providers
- Lead generation through cold calling, inbound leads,
- Relationship management including selling, upselling, cross selling
- Managing the stakeholders with respect to End-to-End fulfillments
- Analyzing risk and financials of clients for business prospective
- Competitive analysis of the industry for business development
- Developing customized solutions for clients as per their business requirements

SUMMER INTERNSHIP

Peacock Solar Pvt. Ltd.

May'20-June'20

Project:

- Prepared B2B and B2C Digital Marketing strategies for better lead generations
- Analyzed the company's Social Media data and helped in promotions and designing content
- Created quality content and worked on keywords to increase traffic on search engine

ACADEMIC QUALIFICATIONS

- **PGDM (Marketing, Finance)**, Jaipuria Institute of Management, Noida **72%** **2019-21**
- **B. Com**, DAV College, Punjabi University **65%** **2018**
- **Higher Secondary Schooling**, R.B.D.A.V. Sr. Sec. Public School, Bathinda **73%** **2015**
- **Secondary Schooling**, R.B.D.A.V. Sr. Sec. Public School, Bathinda **72.2%** **2013**

ADDITIONAL PROJECTS

- **Innovalance Learning System Pvt. Ltd.:** Subject Matter Expert **June'20- July'20**
 - Engaged in content creation for US Textbooks
- Live project on Impact Investing **Mar.'20**
- **Swisholic.com:** Business Development Executive
 - Engaged in customer handling and verifying dealers

ACHIEVEMENTS

- LOR and LOA from internship at Peacock Solar **May'20-June'20**
- LOR and LOA from internship at Innovalance Learning System Pvt. Ltd. **June'20-July'20**

CERTIFICATIONS

- Data Management and Analysis with Advance Excel (Udemy) **2020**
- Digital Marketing (Udemy) **2020**

CO-CURRICULAR ACTIVITIES

- Coordinated Jaipuria Annual Management Conference, India's Love Affair with Luxury **2020**
- Won medal in Management games workshop in Jaipuria, Noida **2020**
- Senior Coordinator of Marketing Club at Jaipuria Noida **2019**
- Senior Coordinator of MDP Cell of Jaipuria Noida **2019**
- Volunteer in Prayaas NGO **2018**
- Participated: State level Volleyball **2018**

INTERESTS

- Reading Novels, Volleyball, Badminton, Table Tennis, Instagram Page (500K followers)