

AYUSHREE SHARMA

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EXPERIENCE

Tally Solutions

India Sales - MT

Bengaluru

May 2023 – Present

- Optimized lead generation processes for government and major clientele while overseeing three high-revenue accounts to **enhance lead funnel efficiency** and boost **lead-to-customer conversion rates**
- Built customer dashboard integration: Enabled **metric driven** monitoring and application of effective strategies for partners through **performance and forecast reports**.
- Strategically **coordinated partner events**, spearheading marketing initiatives to enhance awareness of their services and drive revenue growth.

Pluckk

Assistant Category Manager - Intern

Mumbai

April 2022 – June 2022

- Proposed and aligned brand strategies by leveraging insights from **customer perception surveys** across 3 categories, leading to a notable **38% reduction in churn rate**.
- Collaborated with the **digital marketing** team to strategically position products on the website in line with customer behavior. Additionally, contributed to **optimizing product content for the website**
- Played a key role in **orchestrating product launches** through strategic partnerships with local influencers, enhancing market visibility and reach.

Bajaj Auto Dealers

CRM and Pre-Sales - Intern

Dehradun

June 2022 – July 2022

- Proficiently managed **CRM databases**
- Provided pre-sales support - Contributed to crafting and tailoring sales collateral, **proposals, and presentations** for prospective clients.
- Actively engaged in customer interaction - Contributed to surveys, feedback initiatives, and loyalty programs.

TECHNICAL SKILLS

Python Visualization, R, Excel, Tableau, Microsoft Office, Digital Marketing, Market Research, Canva

EDUCATION

Symbiosis Institute of Management Studies

Master of Business Administration in Marketing **CGPA: 7.67**

Pune

June 2021 – March 2023

Institute of Hotel Management, Pusa

Hospitality and Hotel Administration **B.Sc. HHA: 81.20%**

New Delhi

June 2017 – Dec 2020

St. Joseph's Academy

ISC - **83.40%**

Dehradun, UK

2017

St. Joseph's Academy

ICSE - **88.00%**

Dehradun, UK

2015

POSITIONS OF RESPONSIBILITY

Head of Editorial Team

SIMS, Pune

2022 – 2023

Head of Sales Team

IHM Pusa, New Delhi

2018 – 2019