

Priti BansalSector 44, Noida Uttar Pradesh
+91 8755670067prtibansal17653@gmail.com<http://www.linkedin.com/in/priti-bansal-135814215>**CAREER OBJECTIVE**

To seek an opportunity in an organization where I can align my skills & academic knowledge with the organization's goals to contribute in the best possible manner & get practical exposure.

Higher self motivated and result oriented Professional with 4+ Years of Experience in Marketing and sales, Strong leadership and team building abilities. Exceptional ability to build and lead high performing team focused on developing profitable sales strategies and identify market opportunities to achieve sales goals.

Employment History**Paytm Payments Services Ltd. – KAM***(May 2021 –May 2024)*

- Managed a portfolio of Small & Medium Merchants, overseeing their end-to-end needs, fostering relationships, and ensuring successful implementation of Paytm gateway.
- Generate **GMV of 5 Cr +** in 6 months by Developing and implementing a client retention program, reducing churn by 50% and enhancing overall client satisfaction, resulting in increased referrals and additional business opportunities.
- Upsell merchants through the recommendation of products that help in growing their business.
- Overseeing business, Co-development of strategy & execution for the key accounts.
- Analyses data trends, develop solid strategic plans and sales presentations to close sales.
- Onboard the new merchant 100 in last month.
- Cross sell the Products swipe machine, Ads banners Scratch cards Lending, Insurance.

Shriram Life Insurance – DSO Channel - Intern

- Assisted in **Market Research & Analysis**, contributing to the development of effective sales strategies that enhanced the company's product positioning within the competitive in Insurance lands.

Recent trends of ice melting over a polar region - Project

- Reach and Analysis of Artatica region to identify the melting.
- Comparison over the years for ice melting.

Coffee without caffeine – Project

- Research for caffeine harmful for body in large amount inhale.

ACADEMIC CREDENTIALS

COURSE	YEAR	INSTITUTE	MARKS	REMARKS
MBA (HR & Marketing)	2021-2023	Greater Noida Institute of technology , AKTU	76%	1 st Division
B.Sc.Honors (Mathmatics)	2018-2021	Jaypee University Anoopshahr	92%	1 st Division
Class XII	2017-2018	B.K. Senior Secondary School ,Jahangirabad (CBSE)	79.4%	1 st Division
Class X	2015-2016	B.K. Senior Secondary School, Jahangirabad (CBSE)	8.8 CGPA	1 st Division

SKILLS, ACHIEVEMENTS, AND OTHER ACTIVITIES

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Soft & Other Skills ○ Multitasking

- Teamwork, practical and

skills and Keen to learn new skills.
problem-solving attitude.

Technical Skills ○ Basic

- Blog Designing and website
- Good hands-on **MS-**
- Active participation in
- Industrial visits in Oppo and
- Sound Knowledge of the

Knowledge of **MS Word, MS PowerPoint & Salesforce, C Language.**

building – **FB pages to promote collage events and competitions.**

Excel & Google Spreadsheets and application of important formulas over spreadsheet.

Human Resource and marketing workshops.

Mother Dairy.

Fintech Industry.

Co-Curricular Activities ○ Team Leader in **Annual Function, & Sports competition** at school level.

CERTIFICATIONS

- Barclays LifeSkills Programme Completion Certificate.
- India Expo Center Mart, Event Management.
- Digital Power ,Workshop Certificate

PERSONAL DETAILS

- Father's Name : Mr. Sanjeev Kumar Bansal
- Date of Birth : 08-August -2000
- Hobbies : Photography, Reading Books & Doodling

I hereby declare that above mentioned details are true and correct to the best of my knowledge.