



Ms. Pooja Sakarwal

Phone: 7039420205
Address: 103/6, Laxmi Sagar Building
MIDC, Andheri (E) Mumbai 400093
Maharashtra, India
AGE: 25 years
Email: poojask9119@gmail.com

Objective:

I define myself as a confident, creative person who constantly looks forward for improvisation. Dedication and determination is my policy towards work. Provided an opportunity I promise, I would work with absolute potential and give my best to the organization. Am Seeking a challenging and responsible position with a progressive organization in Business Development. Adept at identifying and cultivating business opportunities to propel the organization to the top-tier of its industry. Looking for challenge, growth and being a part of the Success Story

EXPERIENCE

March 2018 to
Date.

P M Associates

Event Manager / Business Development Manager

Professional Management Associates (PMA) : situated at MALAD, as the name suggests, is an endeavor of creating sparkling global infrastructure. PMA, integrate the latest, modernized concepts of facility management and commercial resource allocation. Our employee facility based in Mumbai, ensures dedication and excellence in our enterprise, allowing our services to closely integrate with the customer's desired vision. PMA is a team of highly experienced professionals who are guided by their own passion to deliver exhilarating outcomes in the fields of Events & Real Estate as well as in exhibitions.

Role & Responsibility:::::

- Expertise in Event management & Advertising.
- Highly skilled independent professional with extensive experience in Event exhibition and Conference Industry.
- Experience of developing, executing & Organizing various Successful Company Conferences Meeting, Live shows & Events.
- Assisted in negotiating costs and services with vendors & Coordinated booking of event space & ordered all supplies/decorations.
- Attend industry related seminars & receive / study many publications and website and follow the latest market trends.
- Proven track record of delivering successful events & Evaluating competitors.
- Assist in planning, organizing and execution of events.
- Contact discovery and database creation. Identify and understanding market, clients & their requirements and introduce company accordingly.
- Maintaining relationship with client for repeat business
- Understanding their needs and helping them choose the best designs for their stalls.

Sept- 2016 to
march 2018.

A V Forging Private limited

Business Development Manager

AV Forging (AVFPL), situated at Pune (Head office Fort Mumbai), was founded in 2004 specifically with the inheritance of excellence and customer satisfaction as its primary directive principle is in the role segment of forgings, specialising in the manufacture of "Hot forgings and machined parts". Company's commitment to quality and adherence to international standards has made it a well-known name in forging Sector.

Our Primary Motto has been to be the best, we believe " To Be the Best You Got To Beat The Best". And we as a Forging Company has been Striving Hard to be the Best Forging Company in INDIA.

"Certified ISO 9001 - 2008 & EuroCert "

Role & Responsibility::::::

- End-to-End Sales Cycle from Database creation to lead generation, from social media platforms & email marketing, Web Conference calls, meetings.- Generating demands among customer of Auto parts in the domestic & international market.
- Handling clients and reporting project progress to them. Making progress reports on monthly basis & sharing the same with clients. Analyze the campaign and generate leads.
- Meeting the target allotted by Client [Business Partner].
- Fulfilling the client requirement based on Market, Product Segmentation given by clients.
- Management.- Promoting, Branding of the product through event drive & Digital Marketing Facebook, LinkedIn, Zoominfo, Bing, SMO.
- Creative Content writing for Social Media postings, webinars, Social Media creative Campaigns.
- Maintaining high level client satisfaction.
- Cold Calling mid-large size organisations on behalf of our clients
- Managing the team of executives & retaining the clients.
- Market research through Internet, Phone, Email etc.
- Develop & maintain customer's data bank.
- Monitor competitors offering and prices.
- Handle promotional activities such as exhibition seminar, presentation.

Aug 2015 to
Sept 2016.

AAJ TAK News Channel

Entertainment Reporter

Role & Responsibility::::::

- Generating ideas for stories and features and following leads from Celebrities, Their Relatives, Their Workers , news agencies or other sources Generating
 - Researching, verifying and collating evidence and information to support a story using relevant information sources such as the internet, archives, databases, etc.
 - Writing scripts for Stories, headlines and reports.
 - Selecting appropriate locations, pictures and sound and exercising editorial judgement on the best angle from which to approach a story
 - Identifying necessary resources and deploying and managing technical crews for location shoots, including sound operators and camera crew
 - Identifying potential interviewees, briefing them, preparing interview questions and conducting recorded interviews and collaborating with the editor to put together the completed programme
 - Developing and maintaining local contacts and assuming a public relations role
 - Understanding and complying with media law and industry codes of conduct
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Jan 2014 to Aug
2015.

ABP News Channel
Entertainment Reporter (Intern)

Role & Responsibility:::::

- As Entertainment Reporter, i have worked in entertainment media, interviewing sources and writing news stories related to current entertainment events.
- I used to do include maintaining industry contacts, gathering information, reviewing secondary sources, conducting interviews, and delivering the story.
- The best part to maintain networks of media and entertainment industry contacts, allowing them to uncover new stories before they break.
- I have knowledge of relevant computer Software like Final Cut Pro (Editing Software).

EDUCATION

2017

SNDT Women's University
Bachelor of Mass media
S.P.N. Doshi Women's College -
SNDT Women's University

2013

SNDT Women's University
HSC
L.J.N.J. Women's College

2010

St. Thomas High School
SSC
Maharashtra Board

SKILLS

Technical Skills:

- MS Office Word / Excel / Power point.
- Operating system: - Windows XP/Windows7-10
- Final Cut Pro
- Certified BASIC LINUX - RED HAT

KEY Skills:

- I like to work in group.
- Positive thinking.
- Good at time management.
- Believe in hard work and self-confidence.
- Self motivated
- Quick learner
- Good Writing and oral communication skills

Strength:

Good interpersonal skills that allows successful networking with leading decision makers and all levels of management personnel, both within the organization and with client.

ACHIEVEMENTS

Achievements:

- Participated in several sports and Events
- Volunteered in management seminar
- Participated in Tech fests and other events.
- Certificate of appreciation as Best Class award
- Certificate for Personal Grooming session by Literati training Pvt.ltd
- Certificate for Regional Journalism

Declaration:

I here by declare that all the above mentioned information is correct and true to the best of my knowledge.

(POOJA S.)