

## Kirti Malik

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### PROFILE SUMMARY

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A passionate Sales- Marketing professional. Quick Learner, Flexible, Curious and creative. Likes to explore and meet new people, develop new relationships, likes solving problems, learn new things and contribute to the growth of organization. I'm a firm believer of all round development, which teaches me to be confident and gives me positive attitude.

### SKILLS

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- MS-Excel
- MS- Suit
- Problem Solving
- Time Management
- Critical Thinking

### WORK EXPERIENCE

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#### No Broker Hood

06\2020- 09\2020

##### Sales Manager

- Prospecting Potential leads from the open market, web searches, or digital resources
- Meet Prospective Clients, execute effective Product Demonstration with a focus on the value of the solution
- Converting the Prospective Clients into Potential Customers and Developing a relationship with the Customers

#### Whitehat Jr.

10\2020- 03\2021

##### Sales Manager

- Pre-sales i.e, Slot bookings for the trial class
- Cold calling and converting the leads into potential customers
- Developing a relationship with the potential customers

### INTERNSHIP

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#### Opple Lighting Pvt. Ltd

05\2019- 06\2019

- Market mapping and improving the shelf space of Opple products in trading outlet
- Visited market and pitched for four main products like HPB, Floodlight, SMD role, star diamond
- Brand awareness by deploying Point of Sales Material (POSM) for Opple

- Market research for Oppl products in Chandigarh
- Opened 10 new outlets and generated business of 8lacs

## PERSONAL PROJECTS

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Project on "social awareness and women hygiene" 09\2018

- Spread awareness regarding menstrual hygiene and sanitary napkins by visiting colleges and NGO.

Startup project as a Digital Marketer. 2020

- Creating ads & other promotional activities on Facebook, Instagram & tracking their insights.
- Performing SEO and SMO for the audience engagement and increase of digital reach.

Live project for Fortified InfoTech 03\2020- 05\2020

- Working for clients such as Fujitsu India , Hexaware Technologies and Incture
- Working on Naukari Portal for the leads
- Cold calling and converting leads into potential

## EDUCATION

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- Jaipuria Institute of Management, Noida 2018-2020  
PGDM (Marketing and Finance) CGPA- 6.51/10
- DAV College for girls, Yamunanagar 2015-2018  
Bachelors of Commerce (Honours) 65%

## CERTIFICATIONS AND COURSES

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- Tally 2013
- Digital Marketing 2020

## ACHIEVEMENTS

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- Appreciation Certificate during Internship  
Received an appreciation certificate from the distributor for over acheiving my targets and giving 10 new outlets

## INTEREST

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- Cooking
- Exploring new places
- CSR activities
- Traveling