

Anshika Tyagi

Manager

Professional business developer and strategy manager for more than four years of tenure in business processes.



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WORK EXPERIENCE

Manager Schneider Electric

05/2019 - Present

Gurgaon

Achievements/Tasks

- Penetrated new segments through use of strategic marketing initiatives.
- Formulated Annual sales & marketing plan & preparation of Annual Marketing Report & playbook deployment.
- Drove marketing initiatives to increase product visibility and market performance. Translated the analysis into actionable strategies that drives sales and achieves targets & launch new offers.
- Developed commercial marketing, customer events and product training programs that leverage the 7Ps of marketing to achieve annual sales objectives
- Focused on development & implementation of new online marketing strategy to increase sales & brand awareness and generate revenue.
- Expanded the relationships with existing customers by pitching new solutions to meet their objectives and Strategically plan them to improve their results.
- Effectively communicated the value proposition through proposals and presentations.
- Advised and expertise to organizations to help them improve their business performance in terms of operations, profitability, management, structure and strategy.
- Developed and implement strategy for customers. Expanded the relationships with existing customers by pitching new solutions to meet their objectives and Strategically plan them to improve their results.
- Established and oversee internal budgets with the marketing team and external budgets with the client.

Business Development Manager AKTTECHNOSOLUTIONS Pvt. Ltd

11/2012 - 11/2015

Delhi

Achievements/Tasks

- Assisted clients for technical support, handling queries & improving customer satisfaction.
- Handled highly engineered systems with deep understanding of critical business drivers.
- Tapped various markets for end to end business development of region & maintaining relationship with stakeholders for increasing sales volumes.
- Leverage new opportunities via the execution of new projects.

Network Engineer Ericsson India

10/2009 - 02/2012

Gurugram

Achievements/Tasks

- Monitored network of various companies including Airtel, Voda and idea.
- Developed and analyzed MIS, GIS, MAPA and other reports for tracking company's performance.
- Assisted a team of engineers for redressal of customer complaints for 3G/4G.

SKILLS & VALUES

Business Development

Strategic Marketing

B2B Sales & Marketing

Account Management

Brand Management

Market Research

Communication & Presentation

Client Relationship Management

Research & Strategy

Product knowledge

Microsoft Office

Honesty & High Ethics

Teamwork

VOLUNTEER EXPERIENCE

Volunteer

Sanjay Gandhi Animal Care

Volunteer

Friendicoes

Volunteer

Green Peace for Solar Shakti

EDUCATION

MBA - Lal Bahadur Institute of Management
Delhi

B.Tech(ECE) - Indraprastha University
Delhi

ORGANIZATIONS

Schneider Electric

AKTTECHNOSOLUTIONS

Ericsson India

LANGUAGES

Hindi

Native or Bilingual Proficiency

English

Native or Bilingual Proficiency

INTERESTS

Travelling

Adventure Sports

Gardening

Cooking