

SUMIT PANDA

Bengaluru, India

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PROFILE

Experienced Sales Operations/Marketing professional with a demonstrated history of working in the computer software industry. Skilled in Customer Relationship Management (Salesforce/Hubspot), Marketing Database Management (Marketo), Data Analysis, Market Research, and Sales Pipeline building support.

Masters in Business Administration (M.B.A.) focused on Marketing and IT Operations.

EMPLOYMENT HISTORY

❖ India Business Manager, ITYSS Aug 2022 — Present

- Identified and maximized sales opportunities, and increased customer retention rates.
- Worked to ensure a neat and attractive sales environment, and assisted in the setup of visual displays. This includes effective database management on Hub-spot & Salesforce.
- Trained new employees by creating training documents and virtual training.
- Scheduled vendor appointments, handled follow-ups, picked up items, and coordinated with other professionals to guarantee a seamless event day.

❖ Senior Marketing Database Analyst, Qlik Tech India Pvt. Ltd Jun 2021 — Aug 2022 Bengaluru

- Working on day-to-day Marketing Service requests (ServiceNow), which includes upload, hygiene, update of new/existing leads.
- Ensuring right leads are tagged to right Marketing Campaigns.
- Proficiency in Marketo and Salesforce CRM.
- Proactively taking up projects and ensuring completion within the stipulated TAT.
- Providing effective Target Lists to Global Stakeholders for email launches and campaigns.

Tools:

Marketo

Salesforce

MS Office

DemandTools

Marketing MPT

❖ Data Integrity Specialist, Talend Data Integration Services Pvt. Ltd May 2018 — Jun 2021 Bengaluru

- Responsible for maintaining and handling all Sales/Marketing related data
- Working closely with global team (APAC, EMEA & NORAM)
- Opportunity pipeline tracking and monitoring
- Effective Leads assignment
- Ensuring the Marketing leads reach to the correct Sales Rep in the correct Region
- Creating and maintaining Dashboards and Reports
- Alliance/Partner Data Management
- Tracking and handling the partner sign-ups and closures
- Creating/maintaining new Alliance accounts
- Taking ownership of Projects proactively and ensuring delivery on time
- Experienced in working on Salesforce, ZoomInfo, Talend internal tools

- Also, have a brief knowledge of orders processing, and quotes management in NetSuite and working on DocuSign processes
- Documentation and Reporting
- Creating training and process improvement documents and maintaining all the up to dated documents in Internal SharePoint
- Team Management/Mentoring
- Training and mentoring the new hires in the team.

❖ **Senior Executive Sales Operations, Eka Software Solutions Pvt. Ltd.** Sep 2014 — Jan 2018
Bengaluru

- Work on collateral such as white papers, brochures, blogs, case studies, infographics, etc
- In collaboration with marketing, sales, and product teams
- Work with an external agency to create and deliver all marketing collateral according to the company's branding guidelines
- Organizing internal events within the organization
- Business Development & Sales
- Experience in international and domestic sales
- This ranges from handling outbound calls and inbound sales requests to and from prospects.
- Market Intelligence
- Research target audience, competitors, industry, and analysts relevant to build Eka's database.
- Understanding of the market and competition for effective marketing communication
- Procure and maintain the global database to run campaigns and lead generation.
- Overall management of Salesforce CRM of Eka's customers and prospects (Past CRM managed was NetSuite)
- Reporting and Analytics
- Creating reports which summarize relevant information for use in pre-sales & sales team
- Website visitor analysis through Hub Spot
- Competition tracking – Analysis of the trends and updates of Eka's competitors
- Industry analysis - Analysis of the trends and updates in Eka's industry
- Inbound requests – maintain and update the inbound request database
- Vendor Management
- Managing healthy and professional relations with Eka's vendors to ensure requirements are fulfilled
- Vendors include Industry Analysts, Database Vendors, Conference organizers, Logistics/Shipping vendors, etc.

❖ **Market Research Executive, Symphony Teleca Corp. Pvt. Ltd** Sep 2013 — Sep 2014
Bengaluru

- Strategic Marketing Planning, Tactical Marketing Campaign Management, Campaign Planning, and Management, driving the process across Regions, across divisions, and various business Units.
- Responsible for analyzing the outcome of the campaign and updating the campaign owners on the campaign performance and campaign output.
- Research on strong markets like retail, healthcare, CPG, Energy, etc. in USA, UK, Europe, and APAC countries.
- Lead generation and effective accounts and lead management. Building strong prospects for campaigns and events.
- Coordinating with the sales team and ensuring a better marketing scenario. Using various research tools like hoovers, ZoomInfo, etc.

EDUCATION

❖ **Amity University** Jul 2011 — Aug 2013
MBA: Marketing Bengaluru

❖ **Biju Pattnaik University of Technology** Aug 2006 — Sep 2010
B.Tech: Computer Science Bhubaneshwar

❖ **CBSE** Jun 2004 — Aug 2006
Intermediate: Science Visakhapatnam

SKILLS

Communication *Expert* Ability to Work in a Team *Expert*
Effective Time Management *Expert* CRM *Expert*
Microsoft Office *Expert*

LANGUAGES

English *Very good command* Oriya *Very good command*
Hindi *Very good command* German *Working knowledge*