

**MANISHA GOSAIN**  
**Assistant Director**

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**PROFESSIONAL PROFILE**

A highly effective Sales Professional and Project Manager experienced in leading teams to achieve sales objectives and maximize sales revenue across multiple organizations. Proven to company objectives through strategic thinking, excellent project planning and effective use of resources. Strives to contribute exceptional Sales techniques and leadership abilities to benefit a company within the Sales division.

**PROFESSIONAL EXPERIENCE**

1) Company Name- The Sports Goods Export Promotion Council (SGEPC)

**Company Profile:** Sports Goods Export Promotion Council (SGEPC), a Government of India sponsored organization is working for the promotion of India's exports of sports goods and toys. Founded in 1958, SGEPC represents all the leading manufacturers and exporters of sports goods and toys in India.

**Designation: Assistant Director (01/07/2022 -Present)**

**Roles and Responsibilities:**

- Handling all International & Domestic Events, BSM & RBSM of Toys & Sports Goods.
- Maintain Complete record of Participation & Online Forms related to the Events.
- Keeping records of all payments related to the Events.
- Organize Trade Promotion activities in abroad.
- Communication with Organizers.
- Maintain Expenses of all the Events.
- Update all the mandatory forms on MAI Portal (Like Statement of Expenditure, CA Certificate, Utilization Certificate, Participation list, Foreign Buyers list).
- Execute refund/ Airfare reimbursement granted under MAI Scheme to the participants.
- Maintain Social Accounts (Tweet, Facebook, Instagram).
- Maintains files and records related to the Events.
- Performs other duties as assigned.

2) Company Name- Services Export Promotion Council (SEPC India)

**Company Profile:** SEPC is an Export Promotion Council set by Ministry of Commerce & Industry, Government of India. It is an apex trade body which facilitates service exporters of India. As an advisory body it actively contributes to the formulation of policies of Government of India and acts as an interface between the Services Industry and the Government.

SEPC has been instrumental in promoting the efforts of Indian service exporting community, and in projecting India's image abroad as a reliable supplier of high quality services. It organizes a large number of promotional activities such as buyer-seller meets (BSM) - both in India and abroad,

overseas trade fairs/exhibitions, and India pavilion/information booths in selected overseas exhibitions to demonstrate the capabilities of Indian Services Industry.

**Designation: Assistant Director (09/11/2020 – 30/06/2022)**

Roles and Responsibilities:

- Marketing through Space Selling for Events.
- Sales generation – maximize revenue while developing long-term relationships with clients.
- Calls (including cold calling) on potential business and creates an effective pipeline of potential contacts.
- Generates new businesses through a series of networking events & Industry contacts.
- Develops and maintains strong working relationships with clients.
- Maintains accurate and organized documentation on all clients and prospects.
- Supporting Membership team for New & Renewal.
- Create and Maintain databases Industry wise.
- Managing Customer Relationship.
- Organizing events both Onsite and Offsite.
- Vendor Management

3) Company Name- Falcon Exhibitions Pvt. Ltd.

**Company Profile:** Falcon Exhibitions Pvt. Ltd. is India's leading B2B Exhibition management company headquartered in New Delhi and offices in India.

Falcon company offers a total domain expertise in overall management and turnkey execution of Events and Conferences in India and overseas. Some of our recent projects include: iPHEX, IEES, ITM, IMTEX, ITMA, SEPC, LOGIX, ELECRAMA, SOURCE INDIA, INFOCOMM INDIA etc

**Designation: Project Head- Sales & Operations (1/06/2013 – 31/10/2020)**

Roles and Responsibilities:

**I have played a vital role in successful execution of Ministry Events like iPHEX, IEES, ITM, IMTEX, ITMA, SEPC, LOGIX, ELECRAMA, SOURCE INDIA, INFOCOMM INDIA, CAP INDIA, RUBBER EXPO.**

- Marketing through Space Selling for Events like iPhex, IEES, Source India, Infocomm, Logix, ITMA etc.
- Sales generation – maximize revenue while developing long-term relationships with clients. Calls (including cold calling) on potential business and creates an effective pipeline of potential contacts.
- Generates new businesses through a series of networking events & Industry contacts.
- Develops and maintains strong working relationships with clients.
- Maintains accurate and organized documentation on all clients and prospects.
- Create and Maintain databases Events & Industry wise.
- Supervise the Event Sales Team associates in the performance of their duties
- Managing Customer Relationship.
- Organizing events both Onsite and Offsite.
- Digitally Endorsing the events, Brand Development.

- Supervising Every Exhibition hand on.
- Vendor Management
- On-Site Management

4) Company Name- Sim Solutions Pvt Ltd (An E-commerce Company)

**Company Profile:** SIM Solutions, one of the top eCommerce companies in India, has turned out to be the first Indian company offering Online Shopping Websites on Rent.

**Designation: Customer Relationship Manager (Jan, 2012 to June, 2013)**

Roles and Responsibilities:

- Handling & Replying to Customer Enquiries over Phone & Email.
- Customer Support over E-mails and Phone.
- Following up with Prospective & Existing clients.
- Update & Maintain the Clients Status in CRM (Zoho)
- Fix up Business meetings with Prospective Clients.
- Keeping proper follow up of appointments.
- Maintain & Create Database Industry wise.
- Making Sales calls for available product & Services.
- Send Emailers, Newsletters, proposals to Prospective Clients.
- Coordinating and Supporting sales team to generate business and sales.
- Managing/participating in all activities related to events & exhibitions.

### Projects

Memory Ten (HK) Ltd. is a memory manufacturing and distribution company with offices in USA, Hong Kong, China, India, Africa, and Vietnam.

Data Collection for Middle East & African Clients & Maintain the database.

Send Newsletters & follow-up with clients.

Generate Enquiries.

5) Company – Infomedia 18 Ltd. (Network 18 Group)

**Company Profile: Infomedia 18 Limited** is a printing and publishing company with a leading market presence in diverse business areas spanning Business Directories, Magazine Publishing, Printing Services and Publishing Outsourcing.

**Designation: Sales Coordinator (August, 2010 to Jan, 2012)**

Roles and Responsibilities:

- Co-ordinate with Clients & Exhibitors for **Engineering Expo** held by **Infomedia 18 Ltd.**
- Customers Support by E-mails and Telephone.
- Marketing by Telephone & E-mail for Engineering Expo.
- Fix appointments for Engineering Expo & Magazines (like Search, Modern Machine Tools, • AutoMonitors, Smart Logistics, Modern Plastic Polymers & Modern Packaging Design)
- Data Management

## 6) Company - Exim Infotek (India) Pvt. Ltd.

**Designation: Customer Relationship Manager (November, 2006 to July, 2010)**

Roles and Responsibilities:

- Verifying & Processing Directories orders received from all over the World.
- Customers Support by online Chats, E-mails and Telephone.
- Marketing by Telephone & E-mail for B2B portal like [www.japanesecartrade.com](http://www.japanesecartrade.com)
- Supported members of B2B portals by Chats & E-mails.
- Data Management

### EDUCATIONAL QUALIFICATION

**MBA in Marketing & HR** (Swami Vivekanand Subharti University)

**Bachelor** of Commerce, Delhi University (2008)

**Intermediate**, Sarvodaya Kanya Vidyalaya, New Delhi (2005)

**Matriculation**, Sarvodaya Kanya Vidyalaya, New Delhi (2003)

### KEY SKILLS

Corporate Communications, Marketing Strategy, Vendor Management, Team Management, Project Management, Marketing & Sales, Database Management, MS Office

### Personal Details

Father's name: - Sh. B.L. Gosain

Date of Birth: - 31 March, 1988

**Marital Status**- Single Parent

**Place: Greater Noida West**

Date:

(Manisha Gosain)