

Harshitha Doranala

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ASSISTANT MANAGER- SALES & MARKETING

B2B Sales | Marketing | Account Management | Client Services

Passionate and results-oriented professional with a track record of success in sales and marketing, looking for a challenging position where I can use my strategic thinking, people skills, and creative approach to increase revenue. Capable at creating and carrying out focused marketing programmes, building connections with clients, and surpassing sales goals. Eager to support a forward-thinking team with my knowledge of product positioning, market analysis, and effective communication while continually adjusting to changing market trends and fostering corporate success.

WORK EXPERIENCE

Blue Dart Express Limited – *Bangalore, Karnataka*

07/2023 - PRESENT

Assistant Manager – Marketing & Sales

Responsible for boosting corporate income by meeting company's objectives through customer acquisition, Client retention and Client Service.

- Finding and pursuing potential clients
- Maintain a consistent sales ROI.
- Accomplishing monthly targets.
- Negotiation and following up with potential Clients.
- Establishing and preserving connections with current clients
- Operating as a part of R&D team- sales.
- Also, takes part in Company's social media marketing.

INTERSHIPS

Digital Corsel – *Bangalore, Karnataka*

Business Development Executive – Digital Marketing

5/2022- 8/2022

- worked on digital marketing techniques like SEO, content authoring, and social media marketing, I was also responsible for dealing with clients.

LIVE PROJECTS

Ampersand Beverages – Sales

- Focused on Community Building, Sales And business development of the company.
- Responsible for achieving targets.

My Furniture – Retail

- Focused on Retail Store Operations. Consumer Behavior and Customer Pitching.

PROJECTS

S.no	Name of the Project	Name of Organization	Duration
1	Credit Collection Management (R&D)	Blue Dart Express Ltd	08/2023-01/2024
2	Augmented Reality in Ecommerce (Research)	Christ University	11/2022-05/2023
3	Social Media Marketing Campaign	Gold Gym	04/2023-05/2023
4	Digital Marketing Campaign	Coastal Cuts	02/2022-05/2022
5	Social Concern Project	Velan Soap Works	12/2022-01/2023

EDUCATION

Christ University - *Bangalore, Karnataka*

Master of Business Administration - Marketing, May 2023

Bangalore Central University - *Bangalore, Karnataka*

Bachelor of Business Administration – Finance, Sep 2021

PROFESSIONAL SKILLS

Good Communication | Leadership | Accountability | Teamwork | Customer Focus | Problem Solving | multi-tasking.

TECHNICAL SKILLS

M.S Office| Tabulae | HTML | Digital Marketing |SEO | Content Writing| Web Analytics.

CERTIFICATIONS

- Certified in Distribution & Supply Chain Management by Christ University.
- Certified in High Impact B2B sales by Learning Horizon.
- Certified in Social Media Marketing by HubSpot.
- Certified in Inbound Marketing by HubSpot

LANGUAGE COMPETENCIES

- English: Fluent (speaking, reading, writing)
- Telugu: Fluent (speaking, reading, writing)
- Hindi: intermediate (speaking, reading); basic (writing)
- Kannada: Fluent (speaking)