

SMITA GOSWAMI

Arakawa Ku, Tokyo | 070 3996 2889 | smitagoswami1@gmail.com

Professional Summary

Career Snapshot:

- A strategic and logical thinker with excellent knowledge in identifying and defining marketing opportunities and problem having rich experience of as a Market Research Analyst and Client Relation.
- Ability to manage numerous projects with ease, while satisfying client's needs and management's objectives.
- Proficient in designing the method for collecting information, managing and implementing the data collection process. Proven track record of delivering successful events. Proven skills in managing team dynamics to work in sync with the corporate objectives.
- Profound interpersonal skills and the ability to communicate with people across the Organization, and externally (both Domestic and Overseas).
- Provide Business training to New Joinees as well as sales training. Collecting, organizing, and analyzing data from primary & secondary sources Competitive landscape analysis, industry bench marking & company profiling.
- Ability to organize information, communicate and present research findings in a clear and useful manner Decision making ability with execution to conclusion capability Confident and poised in interactions with individuals of all levels Proven ability to gather, collate and use data effectively.
- Ability to prioritize, multi-task, and deliver about fast deadlines
- Willingness to take up additional responsibilities Proficient in using MS Word, Excel, and PowerPoint.

Key Skills

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| • International Marketing | • Customer relations, Website |
| • Develop business, Requirement | • Exhibitions |
| • Excellent Communication | • Feasibility Study |
| • Sales | • Market Research |
| • Competitive analysis, Seminars | • Marketing |
| • Conferences, Strategy | • B2B Business Delegation |
| • People Management | • Feasibility studies |
| • Negotiation | • International Sales |

Work History

International Marketing, 04/2018- Till Present

Two Inc -Tokyo, Japan

- Develop B2B business plan and strategy for multiple product line markets that ensures attainment of company international sales goals and profitability.
- Prepare action plans by individuals as well as by team for effective search for international sales leads and prospects.
- Initiates and coordinates development of action plans to penetrate international markets.
- Provide timely feedback to senior management regarding international sales performance.
- Provides timely, accurate, competitive pricing on all completed prospect applications submitted for pricing and approval, while striving to maintain maximum profit margins.
- Maintains accurate records of all international pricings, sales and activity reports.
- Creates and conducts proposal presentations to dealers, customers, and internal staff.
- Ensures that all international sales personnel meet or exceed all activity standards for prospecting calls, appointments, presentations, proposals and closes.
- Maintains contact with all customers in the international market area to ensure high levels of customer satisfaction.
- Designs and recommends international sales and marketing programs.
- Must be aware of international variances in cultural and legal issues pertaining to.
- Communicated product quality and market comparisons by creating sales presentations.
- Translate all the marketing tools into English for import & Export.

International Marketing & Research, 06/2017-02/2018

ASSABLOY-SMI – New Delhi, India

- International Marketing (South America and Central America Market):Conducted international market research to enter new countries for business opportunities.
- Collect data on consumers, competitors and marketplace and consolidate information into actionable items, reports and presentations.
- Perform valid and reliable market research SWOT analysis or PESTLE to Interpret data, formulate reports and make recommendations
- Provide competitive analysis on various companies' market offerings, identify market trends, pricing/business models, sales and methods of operation
- Evaluate program methodology and key data to ensure that data on the releases are accurate and the angle of the release is correct Remain fully informed on market trends, other parties researches and implement best practices Need to find out information on exhibitions.

- Captured new customers by optimizing business strategies and launching products to diversify offerings.
- Retained clients to build brand awareness and generate leads while managing internal and external marketing campaigns and programs.
- Enhanced profitability to achieve marketing objectives and drive productivity and growth from concept to implementation.

Marketing and Event Organizer (Freelancing) – 02/2015 – 07/2015

Allies Integrated Market Solution (Clients -3M, Manipal University, Nissin)

- Liaise with clients to identify their needs and to ensure customer satisfaction
- Conduct market research, gather information and negotiate contracts prior to closing any deals
- Provide feedback and periodic reports to stakeholders
- Propose ideas to improve provided services and event quality
- Organize facilities and manage all event's details such as decor, catering, entertainment, transportation, location, invitee list, special guests, equipment, promotional material etc.
- Ensure compliance with insurance, legal, health and safety obligations
- Specify staff requirements and coordinate their activities
- Cooperate with marketing and PR to promote and publicize event
- Proactively handle any arising issues and troubleshoot any emerging problems on the event day

International Market Consultant – 01/2012-07/2015

Corporate Catalyst India- New Delhi, India

- Experience of research in various sectors such as automotive, engineering, food processing, logistics and IT sectors for both Indian as well as foreign markets.
- Experience in producing white papers, industry specific reports and article through secondary research.
- Undertaken feasibility studies, partner search and location studies as per the client requirement.
- Manage inbound and outbound delegation management projects.
- Arranging one-o-one meetings of foreign government delegates with Indian companies interested in expansion in the targeted region.
- Business Development - Participate in networking sessions and seminars & conferences.
- Business Bulletin- Responsible for making Business Bulletin on weekly basis.
- Industry Report Industry Report- Responsible for preparing Industry Reports on all sector & publish them on the website Business Bulletin & White Papers: Responsible for preparing weekly Business Bulletin for internal & external.
- Other Responsibilities Recreational Group: Responsible for organizing corporate events as well as seminars.

- Responsible for preparing internal magazine.
- Increased credibility and client awareness by developing technical/non-technical marketing collateral and presentations, public relations campaigns, articles and newsletters.
- Developed campaigns and specific marketing strategies for clients.

Panomtech Technologies Pvt Ltd, 05/2011-01/2012 (Contractual)

Assistant Manager Market Research- Pune, India

- Conducted primary and secondary research.
- Worked with senior management to clarify appropriate research questions and targets to be examined Responsible for designing and conducting studies about the software market, customers, marketing communication and competitors.
- Collecting data through surveys, interviews and other methods to gain insight about the company and its products Establishing and maintaining good customer relations.
- Forecast and track marketing and sales trends, analyzing collected data.
- Measure the effectiveness of marketing, advertising, and communications programs strategies.

Education

PGDBM/MBA Marketing,2010

NSB School of Business, New Delhi, India

B.A History Hons, 2007

Delhi University, New Delhi, India

Japanese Language – 2018 till present

Coto Academy- Tokyo, Japan
