

# Sania Khan

Sr. Executive – Marketing and Sales

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📍 Gurgaon

## Profile

Dynamic and results-oriented marketing and sales professional with over 3 years of experience in developing and executing successful marketing strategies that drive revenue growth. Proven expertise in lead generation, sales strategy, client relationship management, and negotiating high-value contracts. Adept at aligning business objectives with customer needs to drive revenue and ensure long-term client satisfaction. I am a proud team player focused on achieving project objectives with speed and accuracy and work effectively in dynamic environments. Proven ability to identify and develop new growth markets and maintain and grow existing accounts. Exceptional communication skills and ability to navigate client issues through to resolution. Highly enthusiastic to work, pushing myself and the industry to achieve more and to be at Zenith.

## Languages

- English
- Hindi

## Skills

- Business Development Strategy
- Lead Generation & Sales Prospecting
- Negotiation and Partnership Management
- Networking & Cold Calling
- Revenue Growth Strategies
- Digital Advertising
- Performance Analysis and Optimization
- Affiliate & Influencer Marketing
- Campaign Management
- Content Creation and Management
- Customer Relationship Management

## Professional Experience

**Senior Executive, Guardian Healthcare Services Pvt. Ltd.**

March 2024 – present | Gurgaon

- Developed and implemented business development and marketing strategies that resulted in a **47-52%** increase in revenue and market share.
- Managed the entire sales cycle, achieving specific achievement, e.g., **120%** of sales targets through effective relationship management and client engagement.
- Assisted in the management of affiliate programs, including recruitment, onboarding, and performance monitoring of affiliates.
- Handled the team of **2 interns**.
- Successfully reduced Recovery Time Objective (**RTO**) and minimized Profit and Loss (**PNL**) fluctuations by implementing process improvements and cost optimization strategies.
- Plan and execute event marketing strategies to enhance brand presence and generate leads.
- Monitored industry trends and competitor activities to identify new opportunities for growth.
- Collaborated with cross-functional teams to align sales and marketing efforts, resulting in improved conversion rates and customer satisfaction.
- Develop new networks, increasing the customer base by **30%** within the first quarter.
- Tracked and analyzed sales data to forecast future business opportunities, optimizing sales strategies.

**BD Associate, Fare Labs Pvt. Ltd.**

January 2022 – March 2024 | Gurgaon

- Developed long-term relationships with a portfolio of clients, connecting with key business executives.
- Ensured the timely and successful delivery of services according to customer needs and objectives.
- Communicated with clients to understand their needs and explained service value.
- Achieved monthly sales targets, resulting in a significant increase in revenue.
- Collaborated with internal teams to develop and implement client-focused solutions.
- High Performance Liquid Chromatography (HPLC)
- Knowledge of qualitative and quantitative analysis of various food additives like preservatives, synthetic antioxidant, sugar profile, synthetic colors, organic acid, fat h water-soluble vitamins, etc. in oil and food through HPLC.

## Education

**M.Sc. Food Science and Nutrition, Amity University**

2020 – 2022 | Noida

**B.Sc. (Hons.) Home Science, Aligarh Muslim University**

2017 – 2020 | Aligarh