

Monika Koul

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Career Contour

- ~ Sales Management
- ~ Agency relationships and development
- ~ Marketing Operations
- ~ Relationship Management
- ~ Team management & Networking
- ~ Business Development
- ~ Grievance redressal
- ~ Digital Marketing

- Ability to work well in high pressure, complex, rapidly changing environments.
- Team Handling and channelizing each member towards a definite target.
- Hands-on business process improvement/ together with the requisite changes in the market.
- Facebook Marketing.
- Handling various events for new tie-ups and brand exposure in different regions.
- Committed to serve excellence and continuous improvement.
- Excellent interpersonal skills including teamwork, facilitation and negotiation skills
- Highly developed and flexible communication skills.

SQUARE YARDS PVT.LTD, GURGAON

Deputy Manager, Operations & Collections, May 2023 –Dec 2024

Assistant Manager, Operations & Collections, Mar 2022 - May 2023

Key Result Areas:

- Oversee the daily operations of the collections team, ensuring seamless workflows and adherence to company policies.
- Collaborate with sales and collection personnel to assess deal eligibility for billing, streamlining processes to optimize revenue generation.
- Coordinate with the billing team to ensure the timely invoicing of deals, contributing to enhanced cash flow management.
- Implement robust processes for marking business negative and raising pendency's for delayed payments, fostering accountability within the sales team.
- Issue credit notes to the sales team as required, facilitating smooth transactions and maintaining strong client relationships.
- Manage the Central Helpdesk to address channel partner payout queries, ensuring timely resolution and maintaining operational efficiency.
- Facilitate the release of channel partner discounts through thorough verification, ensuring accuracy and compliance with established criteria.
- Issue No Objection Certificates (NOCs) and discount letters after reviewing Memorandums of Understanding (MOUs) with developers, aligning actions with agreements.
- Prepare and analyze detailed reports comparing revoked versus billed deals, providing actionable insights for strategic decision-making.

Key Achievements:

- Recognized with distinguished awards such as Best Employee of the Quarter in Q1 2022 and Q2 2023 for outstanding contributions to the Operations and Sales departments, demonstrating exceptional performance and dedication.
- Played a critical role in managing pending cases for an extensive sales team of 10,000 members operating across four countries—India, Canada, UAE, and Australia—showcasing exceptional organizational and leadership capabilities.

GGJ solutions Pvt. Ltd. (Ichhapurti.Com), Gurgaon
Sales Coordinator (Nov 2020-Jan 2022)

Key Result Areas:

- Led a team of 15 members in the catalog management department, cultivating a collaborative and high-performing work environment to achieve departmental goals.
- Strategically assigned and tracked catalog tasks, maintaining meticulous records of time and date to monitor team efficiency and productivity.
- Managed ERP systems to prepare purchase orders and generate invoices, ensuring precision and timeliness in financial transactions critical to business operations.
- Collaborated directly with the coo and CEO to define and allocate weekly, monthly, and quarterly sales targets, driving performance and accountability across the sales team.
- Maintained a well-organized and accurate database of vendor information, ensuring data integrity and ease of access for operational efficiency.
- Designed and managed the vendor panel, streamlining the onboarding process and fostering effective vendor relationship management.
- Generated unique vendor codes to enhance tracking and simplify record-keeping processes, supporting accurate and efficient operations.
- Monitored the sales team's progress in establishing vendor panels, offering guidance and support to ensure alignment with organizational goals.
- Prepared and presented comprehensive sales reports on a weekly and monthly basis, leveraging data analysis to identify trends and inform strategic decisions.
- Supervised the maintenance of all vendor records, ensuring both hardcopy and digital documentation were up-to-date, accessible, and compliant with organizational standards.

Regalo Kitchens, New Delhi

Sales Coordinator (May 2019- Dec 2019)

Key Result Areas:

- Consolidated daily sales activity reports for multiple zones, transforming raw data into actionable insights that empowered strategic decision-making and improved sales performance.
- Collaborated effectively with the Production Manager, Sales, and Logistics teams to ensure seamless order processing and timely dispatches, driving operational excellence and customer satisfaction.
- Prepared precise and compliant pro forma invoices, upholding the highest standards of accuracy and contributing to smooth financial operations.
- Established and maintained an efficient filing system for both financial and non-financial documents, ensuring quick access to critical information and supporting organizational efficiency.
- Served as a key liaison with customers for pre- and post-dispatch formalities, ensuring a seamless and professional experience that reinforced trust and reliability.
- Drove cash flow optimization by consistently following up on payments within agreed terms, maintaining strong client relationships and financial health.
- Conducted thorough post-order meetings with customers, alongside sales personnel, to align on terms and conditions, mitigating potential misunderstandings and facilitating prompt payment collection.
- Cultivated strong, long-lasting customer relationships through ethical, courteous, and professional interactions, elevating client loyalty and positioning the company as a trusted partner.

Vidyamandir Classes Ltd., New Delhi

Academic coordinator- Operations (Oct 2018- May 2019)

Key Result Areas:

- Managed revenue reports for all centers, delivering detailed financial insights that supported strategic planning, performance evaluation, and sustainable growth initiatives.
- Compiled and analyzed attendance reports across all branches, ensuring precise tracking of employee and student attendance, contributing to operational efficiency and accountability.
- Directed the end-to-end recruitment process, including crafting job postings, conducting interviews, and facilitating seamless onboarding to attract and retain top talent aligned with organizational goals.
- Designed and executed targeted SMS campaigns, effectively promoting services and engaging students and prospective clients, driving lead generation and conversions.

Implemented innovative Facebook marketing strategies to enhance brand visibility, foster engagement, and attract new students, significantly contributing to the organization's growth trajectory

Icfai University Branch office, Jammu

Marketing Officer (Aug 2016- Jun 2018)

Key Result Areas:

- Identified and targeted new business opportunities, driving growth and expanding market presence in assigned territories.
- Maximize profitable volume growth by strategically developing the assigned market, contributing to overall organizational success.
- Spearheaded business development initiatives, including relationship management, prospecting, and closing deals, ensuring sustained growth and impactful results.
- Played a pivotal role in business development and brand building by promoting key organizational offerings through innovative strategies.
- Organized and participated in external events such as seminars and contributed to publications like college magazines, brochures, and prospectuses, enhancing visibility and brand recall.
- Generated high-quality leads through strategic networking, alumni connections, and other targeted outreach efforts, strengthening the business pipeline.
- Identified new prospects through horizontal and vertical market exploration, ensuring a steady stream of opportunities for growth.
- Executed extensive promotional campaigns, including seminars, canopy activities, and lectures, to maximize student recruitment efforts in alignment with strategic plans.
- Drove inquiry generation and conversion processes, successfully increasing student enrollments and meeting organizational targets.
- Established and managed institutional tie-ups with schools and colleges, fostering mutually beneficial partnerships to enhance student recruitment.
- Provided expert student counseling, guiding individuals to select the most suitable courses and ensuring their academic and career success.
- Oversaw admission procedures, ensuring a seamless and efficient process that upheld the highest standards of service and professionalism.

Key Achievements:

- Achieved the highest student recruitment numbers from Jammu for the academic year 2017, demonstrating exceptional sales and recruitment strategies.
- Honored as *Best Employee* from the Jammu region in 2017, recognizing outstanding performance, dedication, and significant contributions to the organization's growth.

Academic Details

- **Bachelor of Computer Application**, Jammu University, 2014
 - **Master of Computer application, Distance Mode** ,IGNOU, 2017
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Personal Information

Complete Address:	36 Lane no 7 Buta Nagar Paloura, Jammu 181121
Present Address:	BDA Enclave Pathankot bypass chowk
Date of Birth:	11th April 1993
Country of Birth:	India
Marital Status:	Married
Languages Known:	English, Hindi, and Kashmiri