

NIKITA GUPTA

Account Management Lead

**CONTACT**

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**CORE COMPETENCIES**

* **End-to-End Omnichannel commercial campaign management across VEEVA, SFMC, Eloqua platforms**
* **Client services management**
* **Strategic Solutions**
* **Project Management**
* **Agile methodologies**
* **Delivery Management**
* **Change Management**
* **Stakeholders Management**
* **Conflict Resolution**
* **Risk Management**
* **SOP Development**
* **Reporting and Documentation**
* **Team Management**
* **Cross-functional Coordination**
* **Resource Optimization**
* **Budgeting & Forecasting**
* **Presales Support**

**Extensive experience in executing full life-cycle development projects using agile methodologies; executing end to end digital omni channel campaigns using platforms like VEEVA, SFMC, ELOQUA for top pharma clientele across US, UK, Europe, Canada and APAC regions.**

**Received PMP Certificate in 2018**

**FULL NAME**

**Account Management Lead**

**PROFILE SUMMARY**

* **Proactive and achievement-oriented professional with 8+ years of experience in Healthcare & Life Sciences Services Industry looking for career growth in the IT/consultancy sector**
* **End to end strategizing, conceptualizing omnichannel digital marketing campaigns across service lines using automation platforms like VEEVA, SFMC, Eloqua, and social media**
* **Worked on varied deliverables – websites, apps, e-learning, digital marketing assets, SFMC, Eloqua, VEEVA, workshop materials**
* **Have a valid B1/B2 Visa**
* **Adept at agile methodologies of project management**
* **Collaborating with business leaders/client sponsors to gather requirements and aligning the team to the desired outcome**
* Overseeing project management activities like – project planning, resource co-ordination, Cost preparation, risk management, change management, project documentation, conflict resolution, stakeholder management, defining scope and managing scope creeps, project plan preparation
* **Achieved revenue growth of 10%** by pitching new solutions independently and responsible for account mining
* Supported the sales division to help define opportunities and closed large opportunities with the right solutions, mapped key value propositions to customers business
* **Conducted monthly meetings related to progress and budget of project** and adjusted project estimates in terms of resource allocation
* **Established delivery centre for top 5 pharma client**
* **Delivered and led key metrics** and tasks which improved and delivered stability for clients as well as leading best practice efforts within the same environments

**WORK EXPERIENCE**

**Xdegene Pvt Ltd, Bengaluru Jun’13-Present**

**Account Management Lead Since July’21**

**Key Result Areas:**

* Leading the account management team of experienced client services managers across 28 countries of Europe
* Strategizing and conceptualizing end-to-end data driven campaigns (digital, social media) for brand using VEEVA, SFMC, Eloqu, social media
* Onboarding new clients and setting up training sessions for implementing the new ways of working
* Setting up processes, SOPs, new systems, platforms, new ways of working for any new account won by organisation
* Achieving forecasted/targeted revenue of the account by preparing Account Plans and Market level heat maps
* Recognising the gaps in the service lines and market needs and implementing new service lines in the markets
* Implementing new service lines and best practices across markets & accounts
* Campaign solutioning, design, execution and tracking/monitoring
* Supporting in hiring and interviewing new team members

**Senior Account Manager Apr’18 – Jun’21**

**Key Result Areas:**

* Contributing towards leading and overseeing projects across geographies, across service lines with constant monitoring and controlling of key parameter indices for top 10 pharma
* Acting as the single point of escalation and contact for customer and internal teams for scope gathering, execution, budgets, timelines, strategic solution
* Training and mentoring account managers & project managers joining the account