

# Neel Surti

Dedicated management graduate with over 3 years of experience in leading cross-functional teams and complex initiatives. Proven expertise in government consultations, negotiation, stakeholder management, and project management. Adept at leveraging skills from sales and marketing to foster effective collaborations and achieve project goals.

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## WORK EXPERIENCE

### Project Manager- Swaniti Global; Technical Advisory: Chhattisgarh Green Council

05/2023 - Present

Chhattisgarh, India

Achievements/Tasks

- Spearheaded two dynamic projects for the **Chhattisgarh Green Council and State Rural Livelihoods Mission** with 5 associates and 10+ field workers focusing on **enhancing green livelihoods** while ensuring **top-tier funder and senior government stakeholder reporting**.
- **Supply Chain and Sales Optimization for CGMFP**: Revitalized "Chhattisgarh Herbs" under the **Ministry of Forest's MFP dept**, by **conducting performance mapping** and implementing key changes. Provided key inputs to optimize the supply chain, **boost sales**, and facilitated **product diversification** and while opening **avenues for inter-state sales**.
- Spearheaded the **State Energy Support Mapping Initiative**, analyzing 5-year budget documents; **Leveraged networking & power mapping prowess**, to **provide policy recommendations**
- **SPOC** for conducting insightful stakeholder interviews with Directors/Joint Directors of **PSUs such as CREDA, CSREC, CSIDC & Energy, Finance, Mining, Managed stakeholder relations** by addressing their needs and **providing timely updates**, enhancing **partner satisfaction** and ensuring **project success**.

### Marketing and Brand Consultant Simandhar Education

08/2022 - 01/2023

Achievements/Tasks

- **Working directly with the Co-Founder** and craft **innovative content strategies** and ideation for the EdTech, driving engagement and brand resonance across **Instagram, YouTube, and LinkedIn**
- Implemented impactful social media marketing campaigns driving approximately 45% increase in follower engagement and increased impressions in target area.

### Client Service and Sales Manager Ecofriends.in

08/2020 - 07/2021

Mumbai, India

Achievements/Tasks

- Lead prospecting, **market research, and conversion with consultative sales** expertise. Nurturing existing relationships while acquiring new clients.
- **Boosted client satisfaction and sales** through strategic account management, **understanding customer pain points**, offering personalized service

### Senior Customer Service Associate Intelnet Global Services

07/2016 - 05/2017

Achievements/Tasks

- **Engaged with clients of Barclays Bank globally**, handling daily digital product queries understanding **customer pain points** and **training users for new technology**.
- Awarded "Star Trainee/Performer of the Month" 2 months consecutively for handling customer issues.

## EDUCATION

### Master of Business Administration Indian Institute of Management, Sirmaur

### B.E - Electronics and Telecommunication Sardar Patel Institute of Technology

## SKILLS

MS Office Suite

Google Suite

Excellent Verbal and Written Communication Skills

Stakeholder Management

Power BI

Strategic Negotiation

Presentation Skills

Research Design and Market Analysis

CRM & FreshDesk

Digital Marketing

Canva

ChatGPT and AI automation tools

## INTERNSHIPS

### Digital Marketing Intern, Simandhar Education (04/2022 - 06/2022)

- Analyzed **website audience and customer journey** using Google Analytics and modified website for better engagements and goal conversions, reducing **bounce rate from 67 to 41%**
- Spearheaded redevelopment of ticket resolutions by analyzing **Lead Square & CRM data** resulting in **5 new features 20% TAT reduction**
- Selected as the **sole intern among six to transition into a project-based role as a Brand Consultant** and later offered PPO

## ACADEMIC PROJECTS

### Advanced Market Research Electric Vehicles

Conducted in-depth market research on electric vehicles, employing advanced techniques such as depth interviews and utilized SPSS for sophisticated cluster and factor analysis, enabling decision-making on new product features and pricing strategies

### HBA1 Model

Performed Multi Linear Regression on Big data of 147000 entries to determine the relationship between HbA1c & hospital readmission rate

## EDUCATION

English

Full Professional Proficiency

Hindi

Full Professional Proficiency

Gujrati

Full Professional Proficiency

Marathi

Full Professional Proficiency

## INTERESTS

Trekking

Cooking

Animal Rescue