

Profile Summary

- 7 years of experience in sales and business development
- Exposure in sales, corporate tie ups and designing sales promotions campaigns for the company

Professional Experience**7 Years****APL APOLLO TUBES LTD (STEEL INDUSTRY)****AM in Sales & Marketing****Apr 2018 – Till Date****➤ Business Development**

- Skilled in conducting Competitor analysis to study market trends
- Generated revenue of 150 Cr for the company yearly.
- Handling 10+ accounts of customers including export clients.
- Increased the revenue by 20% by adding new clients to the portfolio.
- Handling clients who deal in Construction, real estate developers etc for supplying of material.
- Gave the presentations to the clients
- Expertise in MIS reports generated from SAP Logon tool, prepared Sales report and payment tracking

➤ In shop Branding

- North- Delhi, UP & Rajasthan
- Market research and competitor analysis
- Making exclusive dealer and retailer shop through in shop branding
- Increase the brand awareness
- Increase the brand value in the target market
- Convert leads into sales

➤ National Event Exhibition, Dealer, Retailer, Architect, contractor & fabricator Meet

- Planning yearly budget and proper Implementation
- Have done 200 Dealer, Retailer and End user meets in U.P, Rajasthan, Gujarat, Haryana and Uttrakhand with good market exposure

MKU PVT LTD (DEFENCE EQUIPMENT)**Assistant Manager****April 2016 – March 2017**

- Generated revenue of 10 Cr by selling the defense equipment to clients like CRPF and BFSI.
- Increase revenue by 30% in domestic Market and 5% in international market
- Conducting defense expo all over India.

Wipro Technologies Ltd (IT INDUSTRY)**Project Engineer****Nov 2011 – March 2015**

- Experience with selling mobile application, printer software applications, & maintenance services
- Having carried a quota of 100-200 M\$ and also achieved YOY for last 2 years in Wipro
- Participated in sales discussion/presentation for respective services selling
- Experienced in having sold into an existing account and able to scale that up to a growth business

Academic Achievements

- PGPM (Analytics) from School of Inspired Leadership in 2017-18
- B. TECH (ECE) from Krishna Institute of Engineering & Technology in 2007-11

IT Forte

- Packages Known: MS Office, SAP Logon 740, Wordpress
- Platform Known: Vista, Windows 7/8/10

Summer Internship Exposure

- **Organization:** Dixon technologies, Noida 2017-18
 - Project: Market research on known brands vs private label brands LED TV segment.
- **Organization:** Talent tree Consultant (Digital Marketing) 2017-18
 - Website designing using word press tool.
 - Learned SEO, SEM
 - Keyword management. Top ranking on 2-3 keywords.
 - Blog Management, content writing
 - Increased revenue by 20% by increasing the traffic by 40% through organic search.
- **Organization:** Esha Foundation (Social Innovative Program) 2017-18
 - Implementing strategic plan to enhance student prosperity through socio- technological interventions.
 - Helping the students suffering from dyslexia to study, read and understand the through technology.
 - Conducted Read Fest event at college level.
 - Conducted cycling event on 28th Feb, 2018 Gurgaon- Faridabad road to raise funds for the NGO.
 - Got sponsors for the NGO like Decathlon, Nagarro etc. Generated money and in kind from sponsorships
- **Organization:** Tata Communication Ltd, Kolkata in 2010
- **Organization:** IITK, Kanpur in 2009

Strength

- Positive attitude, innovation of thought, Self-Motivation, Flexibility, Willingness to learn.
- Good Interpersonal , analytics, result oriented and time management skills

Personal Profile

Name:	Siddharth Kumar Birla
Date of Birth:	20 th September, 1989
Language:	English & Hindi
Marital Status:	Married
Permanent Address:	Flat 1B, 642, Landcraft Golf link, NH-24, Ghaziabad-201001
Father Name:	Late Mr. Prabhat Kumar Birla
Mother Name:	Mrs. Seema Birla

I hereby declare that the above mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above mentioned particulars.

Date:

Place: