

MD AZHAR IMAM

SENIOR EXECUTIVE

PROFILE

Experienced Senior Executive with a history of working in the consumer goods industry. Skilled in Microsoft Office, Public speaking, Channel Management, Marketing management and Team Handling. Business management professional with a Master of Business Administration (MBA) focused in Finance and marketing from International Management Institute, Kolkata



REACH ME



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EDUCATION

2019

IMI, KOLKATA

PGDM - Finance & Marketing

66.4%

2017

ST. XAVIER'S COLLEGE, RANCHI

B. Com (Accounts) Hons.

69.06%

2014

SARDAR PATEL PUBLIC SCHOOL

Senior Secondary School

73%

2012

B. I. V IX/C, BOKARO

Secondary School

87.4%

SKILLS

Microsoft Office

Team Player

Self Starter

LANGUAGE KNOWN

English, Hindi, Bengali

PROJECTS

1. Live Project on Analysis of Customers' Behaviour with Future Group
2. Burden of direct and indirect taxes on salaried person

INTERNSHIP

2018

OPERATION & SALES INTERN
AT BAJAJ FINSERV

- Consumer file preparation for processing
- Financing of product in minimal time
- Cross selling of extended warranty

EXPERIENCE

June 2019 - March 2021

BLUESTAR INDIA LIMITED

Senior Executive - Channel Management

- Analysing, identifying and developing relationship with new retailers and distributors in the assigned districts
- Planning and Executing marketing activities like arranging road shows, exhibition participation, dealer meets for brand development in the assigned area
- Forecasting of SKU wise product requirements for the given month, quarter or year
- Monthly report creation on SKU wise sales within channel partners in order to fulfill the target set by the company
- Analysing, identifying and developing relationships with new channel partners in the assigned cities
- Working closely with all business departments for smooth running of work and to encourage cross selling culture