

# YESHRAJ NATH

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Contact: +91-9312581760

Email: [yashrajevershine@gmail.com](mailto:yashrajevershine@gmail.com)

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## Career Objective

Seeking a long term assignment into product marketing in a growth oriented organization.

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## Career Abstracts

**\*9 years of sales and marketing experience.**

5years experience with Timex Group March 2011 To January. 2016).DESIGNATION : Area Development Officer (NCR /UP West)

1 year Experience with Apex international January 2016 to December 2016 Designation Area Sales manager U.P. West

2.5 years experience with Allura International Jan. 2017 To May 2019.DESIGNATION : Sr.Area Sales Manager (Delhi NCR / UP East &West)

Presently Associate with Cristal interior Products Pvt.Ltd.(Evershine)DESIGNATION : Regional manager.(UTTAR PRADESH)

- ø Market research and analysis of ACP (Aluminum composite panel).
- ø Product promotion through own self skills.
- ø Have adequate knowledge regarding marketing and sales support.
- ø Done extensive Researches on various measures of marketing analyses.
- ø Analytical and problem solving skills.

## Employment Profile

**CRISTAL INTERIOR PRODUCT PVT.LTD. sachin industrial area Surat ,Gujrat (India). MAY. 2019- till date)**

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## Knowledge Domain

- § Maintaining and Problem solving of project sales & channel sales
- § Control on Primary sales and secondary Sales.
- § Creating & Maintaining the Product Demand and promotion of new product or an upcoming product in market.
- § Brand promotion and product promotion.
- § Controlling and maintaining of products and employs report.
- § Evaluating the Resource utilization reports.
- § Collecting information and analysis about product competitor or manufacturers.
- § Provided development towards the marketing plans along with consumer base and serviced accounts.

### ***Computer Programming Skills***

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Practiced Office Package: Microsoft Word, Microsoft Excel, Microsoft Access, Microsoft

PowerPoint, Microsoft Outlook Express.

Command over internet applications

### ***Key Skills***

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- ❖ Good interpersonal skill.
- ❖ Problem Solving skills & have go getter attitude.
- ❖ Good presentation skills.
- ❖ Self motivated and target oriented approach.
- ❖ Ability to work independently as well as in a team

### **Responsibility**

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- Direct reporting to the General manager of Sales & Marketing.
- Responsible for delivering monthly reports on Product Demand and Market Report.
- Responsible to meet architects, Facade consultants, Builders and Fabricators.
- Responsible for Market Research and analysis.
- To appoint New Dealer and Distributor for new locations(Delhi NCR & All U.P)
- Responsible for Provide all features and information about product to the customer.
- Presentation to fetch in business for the company.
- Sales support and solving all problems of C&F/Distributor/Dealer for product and promotion level.
- Sales Pitch/relationship building and team management.
- Ensuring high quality services, resulting in Dealer delight and optimum resource utilization.

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### ***Educational Profile***

- Graduation(B.A.) from Gorakhpur University (2006).
- 12<sup>th</sup> U.P.Board (March 2003).with 59% marks (2003).
- 10<sup>th</sup> U.P.Board (March 2001).with 61% marks (2001).

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### ***Personal Details***

Father's Name : Shri Surendra Nath Singh  
Permanent Address : H.no.35/1Archana Enclev,khora colony  
Dist Ghaziabad UP201301  
Date of Birth : 02 Oct. 1986  
Nationality : Indian  
Material status. : Married

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### **Personal Objective**

My desire to create a truly competitive area where I work. I want to bring my enthusiasm and sense of confidence to the organization and to the people I work with.

### **DECLARATION:-**

- I here by declare that the all information furnished above is true to the best of my knowledge

- .Date-

( YESHRAJ NATH)