# CURRICULUM VITAE

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Amroha – 244221, U.P.

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**Objective :**  To acquire a flourishing band, versatile position in my Profession Through my

Skill, knowledge, Qualification and Confidence.

**Total years of Experience :** 12 Years approx.

**Current Location** **:** UPW / NCR

**Preferred Sector :** Telecom/FMCG/Banking.

**Summary of Skills and Experience**

* Channel Sales and Distribution with approx 12 Years of experience in reputed companies- Like **Samsung Mobile , Kingbell Mobile, Vodafone, Idea Cellular.**
* Analyze business potential, conceptualize & execute strategies to drive sales augmenting turnover and achieve desired target, develop strategies for increasing width & depth of market penetration & conversion rates, Monitor competitors, identity, quality & pursue business opportunities through market surveys and mapping.
* Having good experience of channel sales, distributor handling, team handling as well as distributor expansions.
* Have consistently achieved targets given by the seniors at various occasions.
* A self motivated with flexible and detail oriented attitude.

**Work Experience :-**

**From Sep’15**

**Samsung Mobile ( SBML )**

**Area Sales Manager**

**Job Profile:**.

* Channel Management and Distribution and Build the Relationship with Distributors & Dealers .
* Responsible for achieving Primary and Secondary objectives of the company.
* Buildup the Strong Channel to resulting in deeper market penetration and improved market share.
* Day to day sales tracking and Distribution/Retail operation management.
* To ensure Revenue generation for a given category (Distribution & Retail).
* Monitoring competitor activities and devising effective counter measures.
* Forecast customer demands based on analysis of off takes. Analyzing competition scenario & reporting the same.
* Promotional offer management and execution.
* Handling 5 Sales Officer and 3 TL (SSS).
* Time to time Sitting with 17 Tse & 52 Sec and Analysis to their Performance and as well as Participating into their grooming and up-gradation.
* To conduct regular Sales Team Reviews (Numbers and Revenue)**.**

# Sep’12 – Aug’15.

**Kingbell Limited – (Kingbell Mobile Phones)**

**Sr. Sales Manager**

**Job Profile:**

* Successfully Launched in Delhi, Haryana, U.P.
* Responsible for the Kingbell Mobile Phone Sales and operation in U.P.
* Accountable for conceptualizing, planning, implementing and monitoring of winning business strategies to drive growth in business volumes.
* Build a strong relationship with high potential & key distributor leaders within the region with the objective of achieving business growth.
* Responsible for Hire the smart & good Sales team in Organization at Managerial & Executive level.
* This position is responsible for execute strategies for Sales for a specific Allocated area.
* Reviews of team & find the Ways of Develop and Growth of Business.
* Participate in Develop the New Products with organization Product Team.
* Recognized & networked with prospective channel partners and generating business from existing channel partners to achieve profitability & increasing sales growth.
* To track Competitor Activity & pass relevant information to the CEO.

# Jully’2009 – Aug’ 2012.

**Idea Cellular Limited**

**Territory Sales Executive – Moradabad (U.P.)**

**Job Profile:**

* Responsible for Primary Sales and Secondary sales (Distributor to Dealers).
* Actively participating in roll out of the company scheme among the distributors and handling 5 Distributors and 16 Sales officers Fos.
* Achieved 2% growth in Market Share in assigned area.
* Expertise in recognizing financially strong/ cost effective and reliable new market to facilitate deeper market penetration segmentation thereby increasing profit margins.
* Developing a competitive business development and sales strategy, uncovering/ creating new opportunities and identifying dynamic and flexible solutions.
* Address customer issues and queries in a timely manner to ensure customer satisfaction.
* Develop marketing and sales strategies to secure account contracts, develop new accounts and enhance business growth and profitability.
* Cooperate with sales team to identify sales opportunities within the assigned area.
* Participate the Promotion Activities with Team such as Canopy/MassActivity/Tell n Sell etc in market.
* Ensure the Visibility of POP on every retail outlets in market.
* Maintain company standards for sales processes and customer services.

# Jan ’2008 – June’ 2009

# Vodafone Essar South Ltd

# Sales Officer - Moradabad (U.P.)

* Identifying new streams for revenue, growth & developing marketing plans.
* Achieve 100% Targets in assign area in terms of Revenue/Activations/Visibility/id compliances.
* Give 10% monthly growth Rate.
* Utilizing market information & personal network to develop marketing intelligence for generating leads.
* Evolving market segmentation & penetration strategies to achieve targets.
* Handling the team of 4 FOS & 2 merchandiser come Id Collectors
* Planning and execution of FOS wise/Beat-wise/outlet-wise secondary and tertiary targets.
* Drove Promotion Activities such as Canopy/Mass Activity/Tell n Sell etc in market on regular basis.
* Focus on Lbpc, product penetration and outlet wise pyramid movement.
* Communicate the schemes directly to the entire Retail base.
* Coordination with whole team to develop new outlets.
* Coordination with FOS and Merchandiser to ensure eye level visibility at all the outlets.

**Academic Qualification**

* MBA with specialization in Marketing Management from SYMBIOSIS, Pune in 2013.
* B.Com with specialization in Commerce from M.J.P. Rohilkhand University, Bareilly in 2003.
* 10+2 with specialization in Commerce from M.A. Inter College, MBD in 2000.

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**Personal Details**

Date of Birth : 8th June 1982

Marital status : Married

Hobbies : Playing Chess ,Traveling ,Intracting with People.

Date :

Place: Gaurav Malhotra