

CAREER OBJECTIVE

I am seeking an opportunity where I can develop my skills and contribute to the overall success of the organization.

PROFESSIONAL EXPERIENCE

Key Skills

- Pre-Sales and Inside Sales
- Vendor Management
- Consultative B2B & B2C Sales
- Microsoft Office (Excel, Powerpoint, Visio)
- Account Management & Acquisition
- Presentations & Proposals
- SalesForce
- Power BI
- Microsoft Dynamics
- R\studio
- My SQL
- SPSS

Key Account Manager - Coffee Day Beverages, Bangalore and Noida Region, Coffee Day Global, 2019 to Present

- Managed Bidding processes to onboard new Customers, by analyzing competitor pricing. Working on **RFPs** and **RFQs** issued by major accounts
- Responsible for maintaining relations with existing clients: Understanding and resolving their issues
- Responsible for handling **16 vendors** which generated a revenue of approximately **17 Crores** annually for Coffee Day. Responsible for managing their **ROI** and **P&L**
- Leading a team of business development and business management Executives
- Hands on experience of using various tools like **Salesforce CRM**, **Microsoft Dynamics** and **Visio**
- Responsible for entire **contract lifecycle management** for Customers and Vendors associated with Coffee Day
- Liaising and coordination among various support functions within the organization and outside the organization
- Crafting new Promotion and advertisement strategies for introducing new products at the client's place

Digital Marketing Intern - Swarajya Magazine, Bangalore, 05/2018 – 06/2018

- Cost Based analysis for digital marketing outsourcing based on **SEO** and **SEM**
- Involved in media planning for Magazine Marketing.
- Worked on the **Social Media Marketing** strategy for Facebook & Instagram
- Approaching the potential client for **advertisement collaboration**
- Assisted in Designing various promotional events to establish **Swarajya's positioning**

EDUCATIONAL QUALIFICATIONS

Year	Degree	Board / University	Percentage
2017-2019	PGDM (Marketing and Analytics)	T.A. Pai Management Institute (TAPMI)	6.16 (Out of 10)
2014-2017	B. Com (Accounts and Statistics)	St. Xavier's College	69.75
2014	HSC	CBSE	76.8
2012	SSC	CBSE	8.2 (Out of 10)

PROJECTS UNDERTAKEN

Titan Sonata SF

Conducted a **Market Research** in Manipal and Bangalore for Titan Sonata SF with the following objectives:

- Assessing **Brand awareness** of Sonata SF in both in and cross-category
- Examining **Buyer Perception** towards Sonata and competitor watches
- **Need identification** - Most Preferred Design elements of watches that appeal to buyers
- To understand the buying experiences associated with watches inside a shop
- Optimal Price determination using **Van Westerndrop** method

CERTIFICATION / ACHIEVEMENTS

2018 - Channel Management and Retailing Certification - IE Business School

2021 - Become a SQL Master – UDEMY

2021 – Business Analytics with R - UDEMY

ADDITIONAL INFORMATION

Languages: English (Read and Write), Hindi (Read and Write)

Hobbies and Interest: Reading Books and Psephology

Extracurricular:

- Represented the U – 14 cricket team of Hazaribag in state level tournament organized by Jharkhand State Cricket Association
- Captained the winning School Cricket team in inter school tournament organized by Hazaribag District Cricket Association

DECLARATION

I assure that the above information is correct to the best of my knowledge. I also understand that any discrepancy involving the truth of the above information may lead to automatic disqualification of my proposed candidature.

PLACE: Bangalore

Animesh Alok