RESUME

# Name: K Raju

Address:18-5-457 gowlipura, Hyderabad Mobile: 8008266773

E-Ma[il: krajashekar02@gmail.com](mailto:krajashekar02@gmail.com)

## Career Objective

To pursue a challenging career in the field of Human Resource and Marketing with a constant learning and contribution to an organization, which provides challenging

work environment and allows me to grow professionally and as an individual.

## Executive summary:

* Post-Graduation in management studies (MBA) specialization in HR & MARKETING even sectorial orientation towards Retail.
* Graduated in bachelor of commerce, decided to opt for a management program to start a career in the exciting world of business and especially in finance area where I can utilize my strengths & interests in an extent to benefit in my career building.
* I am a very open mind person I take things very positive and always encourage to learn new things & easily adopted to the new changes.
* As a person I love challenging in the work which makes me more enthusiasm to do work in a perfect way.
* I always stick to my deadlines and do work before deadlines.
* Out of personal interest, I have hands on experience in using excel, internet and computer.
* Management learning is helping me to improve my skills and abilities which gives me more successful career ahead.

## Educational Qualifications:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Duration | COURSE DETAILS | College/University | Year of  Passing | % of  Marks |
| 2015-17 | MBA  (HR as major & Marketing, Minor ) | St .Vicent pg College | 2017 | 65 |
| 2012-2015 | Bachelor of Degree (Computers) | Sri Sai Degree and PG College  / Osmania university | 2015 | 65 |
| 2010-2012 | Intermediate | Dr.Br Ambedkar Junior  college/Board of Intermediate Education | 2010-201  2 | 60 |
| 2010 | SSC | Refah-e-aam high School/SCC | 2010 | 81 |

**Job Experience**

Worked in **INDIAMART INTERMESH LIMITED as a Assistant Manager** from 4 August 2017 To October 2019 as a Assistant Manager

## Responsibilities:

* To generate leads & Identify decision makers within targeted leads and initiate the sales process.
* To penetrate all targeted accounts and originate sales opportunities for the company's products and services.
* To set up and deliver sales presentations, product/service demonstrations on daily basis.
* To ensure systematic follow-up with the client organizations to take the sales pitch to time-bound closure.
* To be an interface between the customer and internal support teams to ensure that the customer receives the best possible service from the company.
* To ensure that all payments are collected as per the company's payment terms.
* Ensure adherence to sales processes and requirements.
* Achievement of monthly, quarterly & yearly business plan

Working as Master Roofing from October 2019 to Present 2020 as a Marketing Manager

## Responsibilities:

* + guiding team members and generate leads and give them quality leads
  + conducting sales meeting in mid month of every month
  + coordinate with sales teams
  + arranging fabricators meeting and solving their issues
  + implementing marketing ideas and advising to tour offers to fabricators
  + Establishes marketing goals based on past performance and market forecasts
  + Researches and analyses market trends, demographics, pricing schedules, competitor products, and other relevant information to form marketing

strategies

* + Works with marketing staff to develop detailed marketing plans for all media channels and sales teams
  + Approves and oversees the creative development of promotional materials
  + Communicates with various media buyers, advertising agencies, printers, and other services to help marketing projects come to fruition
  + Provides in-depth information to interested clients, and acts as a representative for the marketing department in important buyer meetings
  + Works within the department budget to develop cost-effective marketing plans for each product or service
  + Tracks all marketing and sales data and creates detailed written reports and verbal presentations to bring to executives
  + Adjusts marketing campaigns and strategies as needed in response to collected data and other feedback

## Extra-Curricular Activities

* NCC, got A, B, C certificates
* Wrestling .

## Entrepreneurship Project Work:

* As a part of the academics we have a business work to do for the 45 days with the investment of 10,000/- We have working with the team of four people where we have target the school children with the different food items. Taking the permission of the school authority, we have started Quick Food Stall every Friday evening for 30 days. Finally, we got a profit of 6000/- after 45 days.

Personal Information Name : Katakam Raju

Fathers Name : Katakam Sudarshan

Nationality : INDIAN

Date of Birth : 05-04-1993

Marital Status : SINGLE

Language Known : TELUGU, HINDI,ENGLISH

Date:

Place: Signature

(Raju)