**Nitin Atraiya**

**B/152 Gali no. 10 Ram Shyam Enclave,**

**Chipyana Buzurg, Ghaziabad, Uttar Pradesh 201009**

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**Objective**

Wanted to establish as a successful professional and develop the best managerial and operational skills. Looking forward to see myself into top level management in the coming 3 – 4 years.

**Summary**

Certified professional who specializes in sales and operations, quality service, customer retention, time management, team work, digital marketing and Robotic Process Automation (RPA).

**Highlights**

* Client relation specialist
* Skilled multi-tasker
* Go getting attitude
* Persuasive
* Result oriented
* Deadline follower
* Technology equipped
* Bot Developer

**Experience**

**Roles & Responsibilities**

**Business Development Manager – Corporate Sales**

**Methodex Systems Private Limited**

**February 2020 – March 2020**

* Responsible for managing the corporate sales of the entire Grihaa division on PAN India basis.
* Soft sales process through business associations and corporate tie ups.
* Responsible for meetings with company directors, CEOs and other key people of the management.
* Handling the complete sales process from initiating with the corporate introduction, sending quotations till finalizing the purchase order.
* Also responsible for choosing promoters for different states.
* Direct reporting to the GM – Sales and Director – Operations.

**Sales Professional (Sr Executive)**

**Kent CamEye (A unit of Kent RO Systems Ltd)**

**January 2019 – January 2020**

* Responsible for managing the Direct Sales, Institutional Sales and Channel sales of Kent CamEye in Ghaziabad territory.
* Hard core sales through referrals, cold visits and company provided enquiries.
* Responsible for organizing events in corporates and RWA’s as and when required.
* Handling the complete installation part during the sales process.
* Single point of contact for sub dealers and customers.
* Complete territory analysis and thorough knowledge of competition are prerequisites.

**Relationship Manager**

**Maruti Suzuki Nexa**

**February 2018 – January 2019**

* Responsible for managing the Corporate Sales, Institutional Sales and direct sales of Maruti Suzuki Cars through its Premium Channel, Nexa in Ghaziabad territory.
* Hard core sales through referrals, cold calling and walk in enquiries.
* Responsible for organizing events in corporates and RWA’s as and when required.
* Need to give complete demo of the car in front of the customer.
* Responsible for query analysis, need analysis, customer handling and providing immediate solutions to the customers.
* Have to act as a single point of contact to the customer for all types of queries.
* Need to maximize the customer’s satisfaction level to convert into sales with no complaint.
* Need to maintain the Daily Sales Report (DSR) and submit it to GM, Sales.

**Manager, Business Development**

**Thomsen Comfort Products Pvt Ltd**

**October 2017 – January 2018**

* Responsible for managing the Corporate Sales, Institutional Sales and different channel sales of Luxury Products on PAN India basis.
* Heading an important stream of business, sales through Medical channels.
* Responsible for organizing camps, canopy displays and exhibitions as and when required.
* Need to give presentations in front of the clients and also need to conduct seminars at places where business volume is high.
* The role includes excellent knowledge of asset management, vender management and facility management.
* Need to visit different dealers and distributors across India for resolving their queries and reporting of stock.
* Reporting to Director of Thomsen India and at times need to report directly to MD, Thomsen Europe.
* Responsible for stock management.

**Associate Product Manager, Sales Operations & Customer Support**

**LegalMD Global Consulting Services Pvt Ltd**

**December 2016 – September2017**

* Played an instrumental role in achieving 95% renewal rate while working as Associate Product Manager, Operations & Customer Support.
* Generated the highest revenue in the organization by cracking the biggest deal and converting the dead leads into business.
* Responsible for meeting the company’s target of achieving the benchmark of 20 Lacs in a quarter.
* Within a quarter, promoted to Assistant Manager, Operations & Customer Support for the performance delivered.
* Responsible for maintaining the TAT for customer service related queries.
* CSAT monitoring and work for the improvement of CSAT scores.
* Maintaining weekly / monthly reports to monitor the Sales team’s performance.
* Successfully managed the working of member CRM.
* Direct reporting to Company’s CEO and providing daily report on the customers’ feedback.
* Conversion of leads to business and up selling is also a major responsibility.
* Made changes in the company incentive scheme to attract the best sales personnel in the market.

**Acting Team Lead, Operations**

**Sopra Steria Group, Noida**

**September 2010 till December 2016**

* Successfully managed the activities of the team members.
* Created training manuals targeted at resolving the most difficult customer issues.
* Developed, implemented and monitored the programs to maximize customer satisfaction.
* Provided detailed monthly and weekly departmental reports and updates to senior management.
* Maintained the SLA for the team and reduced the TAT by 1 day.
* Always ensure timely delivery of the services.

**Customer Care Executive**

**EXL Services Pvt Ltd, Gurgaon**

**June 2009 till September 2010**

* Resolving customer queries, issues and complaints.
* Part of the transformation project meant for the overall development of the process.

**Worked in Ashok Group of Hotels for 6 months and also undergone a 6 months Industrial Training program from the same flagship after completion of Graduation in the year 2009.**

**Education**

* **Executive MBA in Marketing, 2014, IMT Ghaziabad, Uttar Pradesh, India**
* **B.Sc Hospitality, 2009, IHM Lucknow, Uttar Pradesh, India**
* **12th STD, 2006, DAV Public School, Ghaziabad, Uttar Pradesh, India**
* **High School Diploma, 2004, DAV Public School, Ghaziabad, Uttar Pradesh, India**

**Personal Information**

* Date of Birth 13th July 1988
* Sex Male
* Marital Status Married and a child (Daughter aged 3 years)
* Languages English & Hindi
* Ready to relocate Yes
* Joining Immediate

**Volunteer Work**

Work for the promotion of child education. Provided free classes to the poor children living near my home.

Active member of NGO’s like Smile Foundation and Steria India Foundation (SIF) who work for child education.

**Skills**

Time Management

Team Handling

Smart Worker

Problem Solver

Aggressive Sales

Calculative

Business Forecasting

Proficient in Computer Applications like MS Office, CRM Tools, Editing Tools, RPA, Mild Automation, Digital Marketing, SEM, SEO, Analytics basic, etc.

**Certifications**

LEAN certified from Sopra Steria

Digital Marketing certified from Google

RPA Beginner certified from UI Path

BOT Developer certified from Automation Anywhere University

**Website/URL**

<https://www.linkedin.com/in/nitin-atraiya-a9384811b>

**Declaration: I confirm that the details mentioned above are true to the best of my knowledge.**

**Place: Nitin Atraiya**

**Date:**