

AKASH-UPADHYAY

Building corporate value is my expertise. Value measured in aggressive strategic marketing in existing and new market sectors. Whether challenged to launch of a new product or to introduce marketing programs for repositioning and branding, I believe in achieving results towards the growth of the organization.

Mobile: - (+91)7869965661

Email Id: - imsky1811@gmail.com

LinkedIn: - <https://www.linkedin.com/in/akash-upadhyay-428584136>

PERSONAL DETAILS

Date of birth-18th November 1990.

Religion-Hindu (Brahmans)

Known Languages-Hindi, English, Punjabi, Chhattisgarhi.

KEY SKILLS

- Vision, strategy and execution.
- E marketing.
- Market/business trend analysis.
- Staff development and leadership.
- Business development strategy.


STRENGTH

- Communication skills.
- Socialized Nature.
- Adaptable Behavior.
- Exceptional Skills in Organizing and Managing.
- Possesses outgoing personality and confidence.

EDUCATION

- Pragati College
Post Graduation Diploma in Computer Application **Graduated August 2015**
- Pragati College
B.com **Graduated June 2013**
- Mothers Pride Hr.sec School.
HSC **Graduated June 2009**
- Mothers Pride Hr.sec School.
SSLC **Graduated July 2007**

EXPERIENCES

 **RENAULT-MAHADEVA CARS PVT.LTD.**
MARKETING MANAGER - CHHATTISGARH
NOVEMBER 2015 – PRESENT

- To work in a stimulating environment where I can enhance my knowledge and utilities my potential to the best of my ability in conjunction with company's goal and objectives.
- Managing all marketing for the company and activities within the marketing department.
- Developing the marketing strategy for the company in line with company objectives.
- Coordinating marketing campaigns with sales activities.
- Creation and publication of all marketing material in line with marketing plans.
- Planning and implementing promotional campaigns.
- Manage and improve lead generation campaigns, measuring results.
- Overall responsibility for brand management.
- Preparing online and print marketing campaigns.
- Working closely with design agencies and assisting with new product launches.

✚ RENAULT-MAHADEVA CARS PVT. LTD.
C@RE 2.0 (SALES) DEALER INTERNAL TRAINER
SEPTEMBER 2017 - PRESENT

BENEFITS TO THE COMPANY

- Ensuring both the company and individuals understand the customer feedback and what is being done to improve their experience.
- Improves the transfer of best practice knowledge. Maintains a continuous focus on the customer and the customer experience.
- Maximizes the value of all available data.
- Supports each team to deliver, particularly when there are lacks of “quick wins”.
- Maximizes the value of the data by identifying the nuggets, and ensures that the corrective actions developed will actually deliver what the customer needs.
- Facilitates cross-functional working in order to provide effective solutions.
- Links customer data to both process metrics and KPIs thereby supporting effective management.
- Drives necessary changes through and ensures everyone’s role is clear, effective and rewarding.

BENEFIT TO THE CUSTOMER

- Greater understanding will lead to greater ownership and more effective solutions, ultimately leading to a better customer experience and greater customer loyalty.
- Customers want to see what action took place following their investment in time to provide feedback to the company. The perception that no action took place could be seen as worse than if the questions had never been asked.
- Increases the probability of an effective solution to improve the customer experience and increased customer loyalty.
- Results and therefore improvements will be delivered faster.
- Reduces the need to have to deliver the same message several times.
- Results and therefore improvements will be delivered faster.
- Constantly raises the standard of customer service and the customer experience, leading to increased customer loyalty.

✚ ANAND BHOG
SALES OFFICER __ RAIPUR, CHHATTISGARH
FEBRUARY 2014 - OCTOBER 2015

- Keeping in contact with existing customers in person and by phone
- Making appointments with and meeting new customers.
- Agreeing sales, prices, contracts and payments.
- Meeting sales targets.
- Promoting new products and any special deals.
- Recording orders and sending details to the sales office.
- Giving feedback on sales trends.

✚ NESTLE-N.GANU BHAI
SALES EXECUTIVE __ RAIPUR, CHHATTISGARH
JANUARY 2013 - JANUARY 2014

- Maintain and develop good relationship with customers through personal contact or meetings or via telephone etc.
- Must act as a bridge between the company and its current market and future markets.
- Display efficiency in gathering market and customer info to enable negotiations regarding variations in prices, delivery and customer specifications to their managers.
- Help management in forthcoming products and discuss on special promotions.
- Review their own performance and aim at exceeding their targets.
- Provide accurate feedback on future buying trends to their respective employers.

FREELANCER

EVENT MANAGER __ RAIPUR, CHHATTISGARH

JUNE 2010 - OCTOBER 2013

- Development, production and delivery of projects from proposal right up to delivery.
- Delivering events on time, within budget, that meet (and hopefully exceed) expectations.
- Setting, communicating and maintaining timelines and priorities on every project.
- Communicating, maintaining and developing client relationships.
- Managing supplier relationships.
- Managing operational and administrative functions to ensure specific projects are delivered efficiently.
- Providing leadership, motivation, direction and support to your team.
- Travelling to onsite inspections and project managing events.
- Being responsible for all project budgets from start to finish.
- Ensuring excellent customer service and quality delivery.

DATAPRO COMPUTERS

SALES EXECUTIVE RAIPUR, CHHATTISGARH

MAY 2009 - APRIL 2010

- Identifying, qualifying, and securing business opportunities.
- Building business relationships with current and potential clients.
- Developing customized targeted sales strategies.
- Coordinating business generation activities.
- Answering potential client questions and follow-up call questions.
- Creating and maintaining a list/database of prospect clients.
- Maintaining short- and long-term business development plans.
- Cold calling; making multiple outbound calls to potential clients.
- Qualifying leads from digital campaigns, conferences, references etc.
- Maintaining a pipeline of all sales administration using CRM software.
- Collaborating with management on sales goals, planning, and forecasting.

HOBBIES & INTERESTS

- Creating movies & videos through software's.
- Photography.
- Listening to Music.
- Picture Editing.
- Travelling to new places.

TECHNICAL SKILLS

Operating Systems-Windows Versions (Present), Microsoft-office, Microsoft-excel, Microsoft-PowerPoint, HTML Visual Basic on 6.0 etc.

CAREER AIM

To work in a stimulating environment where I can enhance my knowledge and utilities my potential to the best of my ability in conjunction with company's goal and objectives.

DECLARATION

I do hereby declare that above mentioned information is correct up to my knowledge and is verified until date.

Place:

AKASH UPADHYAY

Date: