

Chandra Shekhar

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Ensure every` professional activity as **value addition for the organization and myself**, and to derive satisfaction from my work.

Skills

- **Data Management**
- **BTL Events & Activations (Brand Promotions, Sponsorship)**
- **Coordination**
- **Packages-MS Office (M.S. Excel, M.S. Word, M.S. Power Point)**
- **Vendor Management**
- **SAP (Systems, Applications, Products in data processing)**
- **Google Sheet**
- **Logistic Coordination**
- **Offset Printing**

Profile Summary

- Currently associated with **NEXSTGO COMPANY LTD.** as **Sr. Executive – Marketing & Communication.**
- End to end conduct of **BTL Events & activations** (including preparation of all sales promotions, collage sponsorships, offset printing, signage and SIS installations)
- Possesses sound knowledge of different processes related to Marketing & Communication and Sales operations (including audit) of **Mobile/Laptops Industry with over 8 year of work experience.**

Key Achievements

- Appreciated by Management doing branding work in IITF in less time.
- Appreciated and recognized by Management through Super Star Award (2016) for overlooking end to end marketing event of organization (Lava International Ltd.)
- Recognized by Management / HOD for accuracy and timely reporting of desired MIS.

Experience

Sr. Executive/ NEXSTGO COMPANY LTD.

FROM SEP.' 2019 TO TILL DATE

KEY TASK -

- BTL activities (POSM planning, development, procurement & Distribution);
- Events & activations. Managing the events and activations for all new Product and Media launches with stakeholders arranging from consumer to trade to internal employees.
- Signage and SIS installation;
- Branding Exclusive Nexstgo/AVITA Store
- Coordinate with Sales Team for all type of Data.
- Manage records of Budget Utilization-Monthly and yearly (Budget Handling);
- Vendor management (Co-ordination, Payments)
- Warehouse Co-ordination for stock In & Out;
- Daily Coordination with Finance Team regarding payment to vendor;
- Coordination with SCM to deliver the Branding elements timely and installed in market on time;
- Doing visit in the market also for vendor work audit;

Sr. Executive/ ORAVEL STAYS PVT. LTD.**FROM MARCH.' 2019 TO AUG.19**

KEY TASK -

- Take the necessary action to control inventory
- Daily track OTA (Online Travel Agent) wise reservations.
- Daily check Property wise performance, discounts on OTA portal
- Coordinate with Malaysia team for guest feedback.
- Which properties gone for Sold out, by speaking with owner and resolve the issues, which he facing and ensuring in future he not face these type of issues
- Ensuring all bookings are being billed in the OYO tab and no booking is slipping or being misappropriated by the Owner.

Sr.Executive/Lava International Limited, Noida**FROM AUGUST' 2014 TO FEB.'2019**

KEY TASK –

- Preparing MIS Reports related to Marketing Purpose.(Signage and SIS Etc.;
- Coordination with the vendors for smooth execution of the marketing activities and ensuring POSM reach till desired point;
- SAP report for POSM stock at multiple branches;
- Part of planning & execution of BTL activities;
- BTL activities (POSM planning, development, procurement & Distribution)
- Warehouse Co-ordination for stock In & Out;
- Coordinate with Marketing and Communication and Sales Team for all type of Data;
- Doing visit in the market also for vendor work audit (twice a month)
- Manage records of Budget Utilization-Monthly and yearly(Budget Handling);
- Vendor management (Co-ordination, Payments)
- Scheduled appointments with vendors and provide support during the meetings
- Daily Coordination with Finance Team regarding payment to vendor
- Make Purchase requisition on time and follow up with commercial team for Purchase Order;
- Assist to Team in New Product launch, Distributor meet, Retail Meet, College Activations, Sponsorship and other associations;

Executive / Aircel Ltd. Delhi**FROM JUNE' 2011 TO DEC'2012**

KEY TASK –

- Verified all the document related to postpaid number for North and Central zone Delhi;
- Stock inventory (Sim Cards, Handsets, POP material, Dummy and Demos)
- CRM Entry of CEF for numbers activation;
- Responsible for tracking monthly activation and inactivation in respective zones.

Executive / Vodafone Essar Mobile Service Ltd Delhi**FROM DEC' 2009 TO MAY'2011**

KEY TASK –

- Preparing MIS;
- Data entry (EPOS)
- Stock inventory (Sim Cards, Handsets, POP material, Dummy and Demos);
- Numbers Management.

EDUCATION YEAR 2011
Bachelor of Arts / Delhi University

YEAR 2005

12th / Sarvodaya Vidyalaya (Delhi)

Miscellaneous

Date of Birth - 23rd August 1987
Languages - English and Hindi
Other Skills - MS- Office "**Specialist**" certified