**Srivastava Anoop**

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To secure a challenging position in a reputable organization to expand my learnings, knowledge and skills.

**PROFESSIONAL SYNOPSIS**:

* An experienced professional with **Sixteen** years of extensive experience in Marketing.
* **Presently serving as an Regional Marketing Manager – with Spica Technitex Pvt Ltd. (Delhi & Gujrat)**
* A keen implementor with recognized proficiency in spearheading business operation with an aim to accomplish desired plans and targeted goals successfully.
* A strategic leader with expertise in planning entire business operation with focus on top and bottom-line profitability through optimal utilization of resources.
* Actively involved in handling market pentration, competency mapping and product management.
* Expertise in developing market strategies such as trend analysis & competition tracking, Market research & intelligence with product positioning, promotions & compaigns.
* Effective leader with excellent motivational skills to sustain growth momentum while motivating peak individual performance.

**CAREER HIGHLIGHTS**

**Working with Spica Technitex Pvt Ltd as a Regional Marketing Manger – Delhi & Gujrat March 2017-till date.**

* Handling Channel Sales/Marketing/Distribution of SPICA TECHNITEX in Delhi & Gujrat.
* Rich experience and a proven track record in **B2B** Sales.
* Spica Manufacture Baby care products, Mother care products, & Personal care products.
* Follow **General Trade** Segments.
* Handling Distributors & Retailers in few territories of Gujrat region.
* Training and Meetings with DSE’s for motivating them, increasing their productivity and deliver the numbers.
* Responsible for implementing and executing Distribution Module , Expanding Network & Coverage with focus to achieve Sales Growth , Market Share and Distribution Objectives
* On the Job training of DSE’s , market working with them to achieve sales targets , Ensure Merchandising and high visibility for Spica Brand.
* BTL activities ( Promotional Camps, Road Shows , Canopy’s activities , Leaflets insertion etc.) on regular basis with team.
* Creating awareness and promote building Spica brand for fitment of Spica products in Wet Wipes.
* C & F management for effective & timely Logistics Services
* Handling C & F effectively and improved level of Customer Services

**Worked with PARAS GROUP a Sr. Manager-Marketing – August 2011 to Feb 2017 in Gurgaon.**

**Roles** :

* Marketing with various ATL and BTL activities.
* Experienced in planning marketing campaigns, getting collaterals developed and promoting the products and services through online and print media.
* Experienced in forging and maintaining relationship with online, print and television media.
* Experienced in dealing with Ad Agencies.
* Good analytical and communication skills.
* Experienced in handling national and international exhibitions & organizing events.
* Good experience of Search Engine Optimization.
* Handling Commercial discussion & Final Negotiation.
* Responsible for booking orders in all marketing segments.
* Communication with Clients & Head office.

 Previous Experience:

* ‘**BPTP LTD’ New Delhi** as Manager (Marketing) from Feb, 2007 --- July, 2011.
* **'KAJARIA' Group of Companies New Delh**i as Manager (Marketing) from February 2003—Jan, 2007.

Company Profile: Kajaria Infrastructure (A unit of Kajaria Ceramics Ltd)- an established super brand and an undisputed leader in ceramic tile trade has millions of satisfied customers in India and around the globe.

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Responsibilities:

Leading and driving the Business Objectives assigned to the Area in line with the Company Objectives .The entire gamut of operations include

- Planning the companys Business in the Area and managing the Sales, Product promotion and Distribution Operations.

Conceptualize and prepare the Area targets for each of the key products, plan monthly sales targets and schedule sales for each member of his team of PSOs.

. Execution

- Territory wise tracking of allocation, utilization as well as in-clinic detailing of Promotional Material.

Actively focus on subordinate development within the function.

- Training of team and job coaching.

**ACADEMIC CREDENTIALS**

* M.B.A / PGDM from Dhruva College of Management- (Hyderabad) {2003}
* Post Graduate Diploma in Project & Planning Management from Central University, Hyderabad.
* Post Graduate Diploma in Computer Application from Times Institute, Hyderabad.
* Graduation in Science from VBS Purvanchal University, Jaunpur-UP

 Extra-Curricular Activities:

* Have undergone a three – month Personality Development Program from Vivekananda Institute of Human Excellence.
* Active Director of the Dhruva Rotaract Club and have participated in social service activities like blood donation camps and tree plantation programs.
* Active member of “Celeste 2002”, a management meet conducted by Dhruva College of Management, Hyderabad.
* Participated in HDFC Home fair in Dubai (UAE).
* Participated in ‘Times Reality exhibition in Kuwait.

**Professional Skills**

Well versed with Microsoft Office like **Word**, **Excel, Power Point & Outlook**.

**PERSONAL VITAE**

* Father’s Name : Mr.S.K. Srivastava
* Date of Birth : 12th December 1974
* Address : 10/6 Palm Road Shipra Sun City, Indirapuram, Ghaziabad.
* Languages Known : English and Hindi