**CURRICULUM VITAE**

**Mithilesh Goswami**

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A professional seeking management position in Sales and Marketing Operations/ Business Development in E-commerce and Fintech.

**Profile Summary**

**A competent professional with 6 years 10 months of experience in:**

**~ Marketing ~ Business Development ~ Training and Development**

**~ Brand Management ~ Operations ~ Content and Productions**

**~ Team Handling ~ Key Account Management ~ P&L Accountability**

Hands on experience in charting out marketing strategies and contributing towards enhancing business volume and growth and achieving profitability norms.

Skilled in handling pricing strategies, competitor and market analysis, new product roll-out targeted marketing.

Expertise in managing development and implementation of promotion plans and handling communication for brands including all above the line and below the line activities.

An effective communicator and team leader with strong analytical, problem solving and organizational abilities.

**Areas of Expertise**

Managing marketing functions like product planning and roadmaps, consultation and business development as well as handling the pre-analysis data and post analysis of product launch.

Supervising the performance of dealers/distributors with key emphasis on achieving revenue targets.

Developing marketing strategies to build consumer preference, evaluating marketing budgets periodically including manpower planning initiatives and ensuring adherence to planned expenses.

Conceptualizing and executing sales promotion schemes to increase the brand visibility, thereby preparing management level reporting on the brand’s performance, needs and forecasts.

Monitoring new product launch results and recommending action for addressing any forecasted variances, on monthly or sometimes on weekly basis.

**Organizational Experience**

**September, 2019 (Current employee) with Chqbook.com (Fintech operations)-Area Sales and Operations Manager(Delhi-NCR)**

**Key Result Areas:**

1. **Sales operations in Delhi and Ghaziabad Metro stores of financial products.**
2. **Team management of all the stores, handling customer queries, enhancing sales with new product launch and training.**
3. **Product training to generate day to day profitability and maximum sales.**
4. **New HORECA dealers’ on-boarding into Short term credit plans of Delhi and Ghaziabad Metro stores.**
5. **Maintaining reports of outstanding and overdue of entire HORECA customers.**
6. **KYC training and all related necessary work of financial services and loan disbursement follow ups.**

**January, 2018 to September, 2019 with Kanika Investment Ltd.-A Dalmia Bharat Group Company (Senior Executive, Customer Relations in North-East)**

**Key Result Areas:**

1. **New dealer On-Boarding of Guwahati and Lower Assam areas related to Cement and financing of dealer relationship retention.**
2. **Focus of sales by enhancing new opportunities.**
3. **Maintaining reports of outstanding and overdue of entire North-East dealers and SOA distribution with proper payment follow up without disturbing the business.**
4. **KYC and all necessary legal compliance holding management.**
5. **Overdue and payment collection of respective dealers enrolled with Kanika Investment Ltd.**
6. **Day to day activities of sales operation and market visit when required to acquire new and maintain old dealer relationship.**

**Highlights:**

1. **Accountable of setting up the corporation from scratch, developing market entry strategy as well as training agent network.**
2. **Availability with Sales team and guiding them for overall business expansion.**
3. **Issue solving with CD benefit and enrolling dealers with proper accountability.**

**May, 2016- Dec,2016 with Prag Bosimi Synthetics Ltd. (Sales Executive as Brand Management in North-East)**

**Key Result Areas:**

1. Sales of new apparel brand launched in June, 2016 and creating new dealers and retailers in North-East region.
2. Store operational duties in day to sales to groom the staff and displaying of stock in proper manner in store as well as in warehouse.
3. Maintaining sales report and mailing the same to head office every day after closing.

**Highlights:**

1. Accountable of setting up the corporation from scratch, developing market entry strategy as well as hiring and training agent network.
2. Opened a brand store at best cost with recruiting new staff for store and warehouse in Guwahati.
3. Ramped-up the profits within 4 months, enhancing the brand visibility.

**May, 2015 to March, 2016 with Buildzar.com (Glowhomes Technology Pvt. Ltd.) (Senior Executive-Production and Operations, Product)**

**September, 2014 to May, 2015 with Yepme.com (VAS Data Services Ltd.) (Senior Executive-Content and Marketing/Production)**

**Key Result Areas:**

1. QC of the site on time to time basis.
2. Ensuring visibility of all available merchandise on site and monitoring conversion rate.
3. Ensuring correction in catalogue and QC of content before uploading of the same.
4. Ensuring product shoots time to time with available inventory and making them live on site with given stipulated time.
5. Site merchandising with appropriate strategies.
6. Location booking and studio booking pre-hand for creative as well as product shoot.
7. Content planning and drafting with appropriate knowledge as per the requirement for the website.

**March, 2012 to August, 2014 with Kapsons Pvt. Ltd. (Marketing Executive-Sales and Brand Development)**

**Key Result Areas:**

1. Analysis of stock available in the warehouse for e-commerce requirement.
2. Key Account management for e-commerce franchisees like **FLIPKART, JABONG, HOMESHOP18, SNAPDEAL, NAAPTOL and INDIATIMES.**
3. Analyze past buying trends, sales records, price, and quality of merchandise to determine value of substantial goods to the respective franchisees of Online.
4. Negotiating with franchisees in terms of margins as well as planning of End Of Season Sale for maximum output.
5. Administer the work of other retail buyers and suppliers.
6. Predicting sales and profits analysis and reporting the same to category heads.

**Professional Link- https://www.linkedin.com/in/mithilesh-goswami-a9477544**

**SUMMER TRAINING:-**

Internship

S-Tel– Guwahati, Assam

May, 2011 to June, 2011 (2months approx)

**Objective**: Customer Satisfaction and analysis of sales track.

**Academic Details:**

Master of Business Administration (Marketing) from Doon Business School (2010-12)

Bachelor of Commerce (Management) from Guwahati Commerce College (2006-09)

**Personal Details:**

Date of Birth: 7th May 1988

Address: Guwahati, Rukminigaon-Bishnupath, House no.15 (781022)

Language Known: English, Hindi and Assamese.