

CONTACT DETAILS

saumitraprakash@gmail.com

8860248535

Gurgaon, India

AVAILABLE FROM

Immediate effect

SKILLS

- **Client Consulting**
 - Client Pitching and Dealing
 - Problem identification and Business Case Formulation
- **Digital Platforms**
 - SEO and SEM
 - Google Ads- Display Ads, Video Ads, Search Ads
 - Google Analytics
 - Google Search Console
 - Google my Business
 - E-Mail Marketing
- **Marketing:**
 - Content and Affiliate Marketing
 - Strategy Planning
 - Campaign Planning and Rollout
 - Data Management
 - Consumer Behavior Analysis
 - Market Research
 - Competition Analysis
- **Marketing Communications**
 - Concept development
 - Content Writing
- **Sales**
 - SalesPlanning & Forecasting
 - B2B, B2C Fleet, Govt. and Bulk Sales
 - Prospecting and Reporting
 - Inventory Management
 - Inventory Funding Management
 - Capital Forecasting & Management
 - Target Planning & Achievement
- **Technical**
 - Website Designing
 - HTML5 Coding
 - CSS
 - Javascript
 - Database Management System
 - CRM
- **Channel Management**
 - Vendor Identification, Screening,
 - Infrastructure Development
 - Customer Relation Management
 - Target Achievement And Review
 - Vendor Appointment, Management And Relations
 - Retail Management
- **Team Management**
 - Recruitment and Hiring
 - Team Leadership and Management
 - Project Management
 - Team Budgeting and Planning

Saumitra Prakash

SUMMARY

MBA with 15+ years Pan India & Global exposure managing Business Strategy planning & implementation. Panelist in leading consultancies. Digital Marketer, Website Designer pursuing Executive MBA, PGP Digital Marketing.

EXPERIENCE

Renault India Pvt Ltd

March 2015 - December 2019 | Gurgaon

Senior Manager

Strategy planning, forecasting, reporting, data management, implementation, review and team Leadership

Hyundai Motor India Ltd

August 2012 - March 2015 | Delhi

Deputy Manager

Managing dealer development planning, execution, dealer induction, motivation, reward and future generation program

Tata Motors Ltd

October 2006 - August 2012 | Gurgaon | Bangalore | Kolkata

Territory Sales Manager | Territory Manager | Manager Dealer Development

Managing Passenger Car channel sales, B2B sales, customer management, stock management, retail management, process implementation, data management, BTL planning and execution in Delhi NCR. Earlier worked as Territory Manager for Karnataka based out of Bangalore and Manager- Dealer Development for East Region based out of Kolkata

Honda Motorcycle and Scooter India Pvt Ltd

November 2005 - October 2006 | Gurgaon

Executive

Execution of location identification and dealer development activity

Apollo Tyres Ltd

November 2004 - November 2005 | Rohtak

Territory Incharge

Managing channel sales, retail sales, customer direct sales, customer satisfaction and retention in the territory of Rohtak

Tata Consultancy Services

May 2003 - June 2003 | Kolkata

Summer Trainee

Market Research project of the usability of accounting software and need for upgrade

PERSONAL QUALITY

- Excellent communicator
- Dynamic approach
- Unyielding integrity
- Proactive
- Enthusiastic and smart worker.
- Team Leader & Team player
- Fast and self-directed learner
- Strong problem solving skills.

TECHNICAL COMPETENCY/SKILLS

Operating System:

Windows 9x/2000, Windows XP,
Mac OS X Version 10.3.9, 10.4.9

SOFTWARES:

SAP, CRM DMS
Microsoft office package
(PowerPoint, MS Excel, Word.)
HTML5

LANGUAGES

Hindi - Native or bilingual proficiency
English - Full professional proficiency

PERSONAL DETAILS

Date Of Birth: 2nd March 1980

Location: Gurgaon, India

Nationality: Indian

EDUCATION

Executive MBA (Marketing)- IMT Ghaziabad

June 2020 – Current

PGP-Digital Marketing - IMT Ghaziabad

February 2020 – Current

PGDBM (Marketing and Finance) - IILM Delhi

April 2002 - March 2004

B Com – Allahabad University

April 1998 - March 2001

ISC (12th) - St. Joseph's College Allahabad

April 1996 - March 1997

ICSE (10th) - St. Joseph's College Allahabad

April 1994 - March 1995

CERTIFICATIONS & MEMBERSHIPS

Google Ads Search Certification

(Certificate/Membership No 51781843)

Google - June 2020 - June 2021

Google Ads Display Certification

(Certificate/Membership No.: 52168115)

Google - June 2020 - June 2021

Google Ads Video Certification

(Certificate/Membership No.: 52286877)

Google - June 2020 - June 2021

Advanced Google Analytics

Google Analytics Academy, July 2020 - July 2023

<https://analytics.google.com/analytics/academy/certificate/DIj3QQ0LyQeCHIJkt-fdI8Q>

Google Analytics Individual Qualification

(Certificate/Membership No.: 52214800)

Google Analytics Academy, June 2020 - June 2021

Google Analytics for Beginners

Google Analytics Academy, June 2020 - June 2023

<https://analytics.google.com/analytics/academy/certificate/b6SfhDvRRoajBzjjNhWSYQ>

IELTS

(Certificate/Membership No.: 18IN183754PRAS001G)

British Council, September 2018 - September 2020

Fundamentals of Digital Marketing

(Certificate/Membership No.: 4LT G29 5T8)

Google

Website Designing (Certificate/Membership No - 00000681)

Guruskool Institute, July 2020

Digital Marketing (Certificate/Membership Does Not Expire)

Guruskool