**ATUL SIRSWAL**

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**To acquire position in company or organization that offers me a consistently positive atmosphere to learn new technologies and implement them for the betterment of the business.**

**PROFILE SUMMARY**

**A dynamic professional with a quality experience in the areas of:**

**Sales & Marketing Business Development**

**Strategy Planning Customer Relationship Management**

* Strong skills in planning and implementing strategies and guiding teams to achieve sales (direct/ channel) & distribution targets in the assigned region
* Proficient in managing business operations encompassing customer relationship management, administration, market analysis, development of new markets and market segments
* Track record of attaining consistent growth both in terms of sales and revenues, as well as developing new clients/ markets, thereby expanding the customer base
* Consistent track record of bagging high value sales orders and achieving sales targets
* Success in maximizing corporate performance, driving growth, generating revenues and capturing market share

**PROFICIENCY FORTE**

**Sales & Marketing**

* Developing sales & marketing strategies to build consumer preference and driving volumes
* Conducting competitor analysis by keeping abreast of market trends and competitor moves to achieve market share metrics
* Evolving market segmentation & penetration strategies to achieve targets

**Client Relationship Management**

* Supervising customer service operations for rendering quality services; providing customer support by answering queries and resolving their issues.
* Building and maintaining healthy business relations with corporate clients, ensuring high customer satisfaction matrices by achieving delivery & service quality norms.

**EMPLOYMENT CHRONICLE**

**\*\*July'17 to June'18 Vision Rx Lab (GKB RX LAB PVT LTD), Chandigarh Punjab**

**Management Trainee (Sales)**

**Key Result Areas:**

* Carrying out marketing activities for leads provided by the organization as per process requirement
* Maintaining and sustaining cordial relationships & interaction with corporate clients for business generation
* Forwarding information to the clients related to the product offered by the company through direct marketing, e-mail, chat sessions and phone
* Ensuring maintenance of effective Daily Sales Report for smoothing the decision making process of the management
* Ascertaining enhancement in the profit margin of company through acquisition of new customers
* Involved in organization of motivational activities like competitions and get-togethers, etc.
* Meeting the customers on regular basis to help them and to communicate offers and gifts vouchers provided by company on regular basis.

**\*\*Oct'18 to June 2019 Eternity Lifestyles Pvt. Ltd, Mohali (Distributor Point) Punjab, Chandigarh, Uttarakhand and Haryana.**

**Sales Executive**

**Key Result Areas:**

* Handling the leading optical and non optical stores for the sales of OPIUM and PROVOGUE Eyewear in Punjab, Himanchal, Jannu and Kashmir and Chandigarh Tricity area.
* To create new business opportunities and to develop the brand awareness in the consumer market.
* Carrying out marketing activities for leads provided by the organisation as per process requirements.
* Forwarding information to the clients related to the product offered by the company through direct marketing, e-mail, chat sessions and phone
* Ensuring maintenance of effective Daily Sales Report for smoothing the decision making process of the management
* Involved in organization of motivational activities like competitions and get-togethers, etc.

**\*\*June 2019 to present Gati Kintetsu world express Pvt Ltd (Ambala,Haryana)**

**Key Result Areas:**

• Handling the existing business of company.

• Generating New Business for Company.

• Opening Channel partner for company to increase revenue.

**Summer Training:**

* Completed 50 Days Summer Project on “**RETAIL SERVICE QUALITY**” at showroom of Lifestyle India Private Limited, Dehradun, Uttarakhand.

**ACHIEVEMENTS**

* Participated in Tech Fest of College.
* Participated in Annual Sports Meet at college.
* Member of Organizing Committee of College Annual Fest (Lamhe 2K16)

**SCHOLASTICS**

MBA (Sales & Marketing) from IMS UNISON UNIVERSITY, Dehradun in 2017

BCA (Computer Application)from GRAPHIC ERA UNIVERSITY, Dehradun in 2014

**PERSONAL DOSSIER**

Permanent Address: Vivekananda Enclave Phase-1 L-2 H.No-203, Jogiwala, Dehradun, Uttarakhand, 248001

Birth Date: 01/07/1992

Languages Known: English and Hindi

Marital Status: Single