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| **Sales and Marketing/Business Development/ Trade Management/P&L Enhancement**VARUN KULSHRESTHAGoal-oriented professional with proven record of achievement in conceiving & implementing ideas that have fuelled market presence and driven revenue / profitability; targeting senior-level assignments with an organisation of repute  |
| Career Summary* Focused professional with over 07 years of rich experience in Strategic Planning, Sales & Marketing, Channel & Dealership Management
* Planned, formulated and implemented marketing strategies and promotions to increase market penetration and to drive revenue and profitability by maximizing sales
* Accomplished and exceeded volume and profit goals by nurturing partnerships with existing customers
* Impacted organisation profitability through effective strategic and tactical management decisions and new business development
* Led innovation and optimization across channels to continuously improve/enhance company offerings and customer experiences
* Leveraged skills in designing, implementing and monitoring strategically focused sales plans for creating advantage to both the company and business partners
* Facilitated business planning & performance management of channel/distribution partners including development & execution of joint sales plans, local area marketing, staff coaching, recruitment & hosting constructive meetings
* Supervised sales and marketing manpower as well as the hiring and training of personnel

Education & Credentials* MBA (Marketing&HR) from Inderprastha Engineering College, Ghaziabad UPTU in 2014
* BBA from Jamia Hamdard University in 2011
* Diploma in Complete Business Accountant (C.B.A) in 2008

CertificationC* IRDA License

IT Skills* Operating Systems: Windows XP
* Packages: Microsoft Office, Well versed with Internet and PowerPoint
 | Contact  varun01.kulshrestha@gmail.com  +91-9953900262Core Competencies

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| Strategy Planning & Implementation New Product Launches New Business DevelopmentChannel Management Dealership Management Competitor & Market AnalysisStrategic Partnerships & Alliances Team ManagementClient Relationship Management |
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Soft Skills

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| Motivator |
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| Communicator |
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| Change Agent  |
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| Collaborator |
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| Analytical |
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| Leader |
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| Professional Experience**Since Sep’14 with** **Bharti Airtel Ltd. as** **Customer Relationship Officer****Key Result Areas:** * Spearheading profit centre operations of sales & marketing with focus on volume, profit & revenue growth; preparing and aligning annual budget/ area sales targets to the country & regional objectives
* Formulating long-term & short-term strategic plans, forecasting future business possibilities in existing and new markets with potential growth possibilities
* Devising and implementing profitable business acquisition programs with customers, engaging the employees, monitoring progress and evaluating benefit
* Acting as the Central Point of Contact for the customer, ensuring the strategy is fully implemented and customer is well serviced
* Liaising with corporate contacts, building & sustaining relations with customers; categorizing all the official/ unofficial information, channelizing the same, deploying them in action plans and strategies
* Justifying new product development investments, determining and documenting new product requirements
* Reviewing product pricing & gross margin goals for existing products and establishing new product pricing
* Contributing in retaining and increasing key accounts; displaying credentials in maintaining relations with priority customers and markets, jointly working for generation of global enquiries, price negotiations, business awards, timely development of new programmes & launches
* Establishing the sales targets marketwise, strategizing to achieve the sales target and implementing the action plan to achieve the sales numbers
* Planning for enhancing brand image, acceptability and positioning, resulting in increased sales and consistent growth in business opportunities
* Achieving relevant market share and enlarging product value as per the corporate plan

Previous Experience**Jul’14 –Sep’14with** **HDFC Bank as Branch Sales Officer****Key Result Areas:*** Accomplished the allocated sales targets within the strict timeframe for an assigned territory
* Developed strategies to enhance customer relations through formal and informal channels, building cordial relationship through regular interactions & apprising them with institute’s value propositions
* Managed business development activities entailing mapping of new market segments and developed the assigned areas for the attainment of periodical targets

**MM’11-MM’13 with Kotak Mahindra Life Insurance Agency as Life Advisor****Key Result Areas:*** Presented firm to customers and explained objectives and benefits of various insurance programs
* Assessed clients’ requirements and recommended policies as per their needs and budget
* Analysed existing insurance policies and explained details of amount to the insured

Summer Internship**Organization:** SM Elemech & Engg Pvt Ltd (Marketing)**Duration:** one month |
| Personal Details**Date of Birth:** 01st Jul 1989**Languages Known:** English & Hindi**Address:** B-234, First Floor F-2 Ramprastha Ghaziabad, (U.P), Pin code- 201011 |