|  |  |
| --- | --- |
| **Sales and Marketing/Business Development/ Trade Management/P&L Enhancement**  VARUN KULSHRESTHA  Goal-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   Certification C   * IRDA License   IT Skills     * Operating Systems: Windows XP * Packages: Microsoft Office, Well versed with Internet and PowerPoint | Contact  varun01.kulshrestha@gmail.com   +91-9953900262  Core Competencies   |  | | --- | | Strategy Planning & Implementation  New Product Launches  New Business Development  Channel Management  Dealership Management  Competitor & Market Analysis  Strategic Partnerships & Alliances  Team Management  Client Relationship Management | |  |   Soft Skills   |  | | --- | | Motivator | |  | | Communicator | |  | | Change Agent | |  | | Collaborator | |  | | Analytical | |  | | Leader | |  | |
| 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 | |