**ANKUR**

[**ANKUR.336114@2freemail.com**](mailto:ANKUR.336114@2freemail.com)

**BUSINESS DEVELOPMENT PROFESSIONAL**

*Marketing Strategy ~ Dynamic Sales Leadership ~ Accelerated Revenue Growth ~ New Business Development ~ Sales Operations ~ Vendor Management*

**PROFILE**

* Entrepreneur and marketing professional with **5+ years of experience** across sales, operation, customer handling, vendor negotiations and handling, close and long term ties with vendor and customer.
* Proven leader and results-driven manager with demonstrated effectiveness in managing people, systems, resources, and finances while meeting goals and achieving success in sales and marketing, including market research, planning, advertising, promotion, and sales management.
* Effective communicator who seeks positive resolution to problems through active listening and commitment to integrity.
* Creative visionary with ability to think outside the box, oversee design of fresh marketing/advertising materials, and implement, initiate, and sell new ideas.

**— CORE COMPETENCIES —**

~ Leadership ~ Networking / Relationship Building

~ Vendor Management ~ Closing & Negotiations –

~ Market Research ~ Aggressive Sales Goals

~ Startups ~ Budget Development

~ Customer Needs Assessment ~ Advanced Technical Skills

~ Team Building / Talent Development ~ Quality Management

**SKILL SET:**

* Professional Certificate in Marketing Management.
* Advanced Certificate in Marketing Management.
* Certificate in Management.
* Six sigma Yellow Belts certified.
* CRM Training through Ministry of Finance, Govt Of India

**PROFESSIONAL EXPERIENCE**

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| **Organization** | : | **BRAND BANAO, New Delhi** |
| **Department** | : | **Head Business Development** |
| **Duration** | **: 25th Jan 2016 – 30th Nov 2016** | |
| **Responsibilities** | : |  |

* Increased of 31% customer base during the period served.
* Increased local sales figure by 45% though effective sales strategy and Meetings.
* Converting customers like Hero Group, OPPO Mobiles, DS Group, Oyo Rooms, Grofers and a lot more into clients generating revenues.
* Executed Multicity Expansion Plan to improve lead generation campaigns.
* Design and coordinate TV, Radio and Print Media campaign for various clients.
* Creating awareness about the Company product and services being offered through different marketing materials
* Working closely with design agencies and assisting with new Marketing /promotional and Pint media campaigns
* Seeking close relationships with customers for customer retention.
* Database development for revenue generation & profit maximization.

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| **Organization** | : | **U & ME Creative Designers, New Delhi** |
| **Department** | : | **Proprietor & Head Marketing** |
| **Duration** | **: 15th Nov 2013 – 13th Jan 2016** | |
| **Responsibilities** | : |  |

* Start up Experience in handling a team of 7 people and directing them to different field of marketing, sales and customer handling.
* Building company sales from Zero to turnover of 9 million INR in year 2015-16.

 Ground level and Field experience of Handling vendors for effective execution of Assignments

* Creating and implementing database for Cold calling and lead conversion.
* Understanding client requirements of online and offline Activities and Handling proper execution with the help of coordinating team.
* Negotiating with vendors for goods and services, negotiating the best possible price and service guarantee.
* Build and establish long term business relationships with key suppliers and customers.
* Assists in establishing purchasing policies and ensure vendor compliance.
* Track and monitor artwork files and proofs to ensure timely label production.
* Resolve and manage any issues or conflicts that arise during production of goods an.d at delivery
* Establishes account/credit and terms.
* Resolves PO/contract to invoice discrepancies to ensure timely payment.

**Organization** **: Meritnation.com (naukri.com group venture) New Delhi**

**Department** **: Marketing**

**Duration** **: 1st august 2013- 31st Oct 2013**

**Responsibilities** **:**

* Coordinate with Events team in Conducting Event.
* Attending school PTMs.
* Demos of the product to parents and students.
* Converting leads to sale.

**Organization** **: AVISO MARKETING & COMMUNICATION, Chhattisgarh.**

**Department** **: Marketing & Branding**

**Duration** **: 1st July 2010- 30th April 2012**

**Responsibilities** **:**

* Branding Projects of ICICI Bank limited across Chhattisgarh.
* Coordinate in ATL And BTL Activities
* Working closely with creative and design team and getting approvals from client end.
* Maintaining effective communication internally and externally to achieve objective.
* Creating a wide range of different marketing material.

**EDUCATIONAL CREDENTIALS**

* **PGDM** Marketing Management, All India Management Association
* **MBA** Financial Management, Guru Jambheshwar University Of Science and Technology
* **BE** Electrical and Electronics, Visvesvaraya Technological University

**Computer Proficiency**

Well versed in Windows-7, XP & MS-Office. Proficiency in entire MS-Office Suit. Sound understanding of Internet Tools.

**Languages**

Fluent In English, Hindi.