**Archana**

[**Archana.361978@2freemail.com**](mailto:Archana.361978@2freemail.com)

**Objective:**

Seeking a challenging position in a reputed organization to utilize my financial knowledge and skills to benefit the organization \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***PROFESSIONAL EXPERIENCE/ACHIEVEMENTS* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**WORK HISTORY**

**Company Pact Management Services**. (Mar 2012 till date)

Job Title Relationship Officer.

Responsibilities Cross Sales, Insurances, Sales & Marketing

**Company MetLife Alico** ( From Nov 2011-Mar 2012)

Job Title Sales Agent (Financial Planner)

Responsibilities Sales and Marketing

Sale of Insurance Products.

Wealth Management and Asset Management

After Sales Service

**Comapany : YASH HEALTH CARE PVT LTD(05.07.09 to November 2011)**

Job Title :G.M. (SALES & MARKETING )

Responsibilities : Sales and marketing

Business Development

Dealing with Govt of India for medical equipment genetic research

and screening of new born babies.

Clinical Trials research

Outsourcing , Patient Counseling Awareness Programmers.

Recruiting, Training and Development and Induction Progr

ammere.

**Company** :**COHORENT MEDICAL SYSTEM.(Mumbai)**(15.5.2008 to 30.6.2009

***Job Title*** *:National Sales Manager*

***Responsibilities*** *:* Looking after the sales of DERMA sector.

* Developing Customer Relationship Marketing innovative Business Model with focus on Disease Management, market creation and development in fields of Medicine.
* Successful launch of new products.
* Training of the sales team.
* Market research/feedback.
* Organizing CME’s/health camps/Panel discussions.
* Coordinating with major institutions for institutional business.
* Organizing mega conferences of doctors across India.
* Conducting Patient Education Programs and Corporate Education–cum-liaison Programs.
* Achievement of set targets and profits
* Total responsibility of marketing Strategies

Company :**IPCA Laboratories Ltd** (June 07 to May 2009)

Job Title : Zonal Sales Manager (West india)

Responsibilities : Leading a sales team of 59 representatives, 3 Regional Managers, 14

Area Managers,

Looked after MAH, GUJRAT, M.P. CG, GAO & KARNATAKA.

* West grew by 38%.
* 70% of total sales of division came from West zone.

* No 1 Zonal Sales Manager of India.
* 10 members of my team got elevated.

#### Company : INTAS Pharmaceuticals Ltd. (April 06 to May 07)

Job title : REGIONAL Sales Manager—(AYOKKA )

Responsibilities : Looked after entire MAHARASHTRA state. Lead a sales team of

division

Making Derma and Gyn

Recruitment and training of Area Manager, Medical Representative .

Coordination With Marketing Team and Hr .

Implementation of Strategy and Development.

Targeting the sales team to achieve sales, CME, with medical faculties

Looked after entire MAHARASHTRA state. Lead a sales team of division

Making Derma and Gyn

Recruitment and training of Area Manager, Medical Representative .

Coordination With Marketing Team and Hr .

Implementation of Strategy and Development.

Targeting the sales team to achieve sales, CME, with medical faculties.

#### *Launched AYOKKA Derma Division in West India.*

**Regional sales manager- PROTECH THREP Ltd.(Second Line Manager)**

Mar2001-March2005

**Activities accomplished:**

* Developed a team and became profit center for the organization.
* Successfully launched new products like ROOTS M-5, Nailon & growth in old products.
* Growth more than 40%.
* Number one Regional Manager in India.

**BUSINESS Manager (First line) B.E. Ltd.(ORIGYN)**

##### Dec.1999- Dec.2001

Successfully handled a team of senior MRs and registered growth all years in a region that was fast degrowing products like T.T. TERAACT-Hib, showed excellent growth. Successfully launched Bevac-B. Coordinated with various NGOs as well as Govt. agencies for organizing hepatitis (Bevac-B) camps. Covered each district of state.

**Area supervisior- Serum Inst. Of INDIA Ltd.(MUMBAI)**

###### *Feb.1994-Sep.1999*

Was covering all major departments of SMSMedicalCollege. approved there. Developed business of products like PROFESSI, PERGONOL,METRODIN,METRODIN-HP.

Clinical trial conduction for RUBELLA, MIRV & MMR vac.

App.38% of growth

**Sr. Medical Representative Fem Care Pharma Pvt. Ltd.**

***May1989-Feb.1994***

Achieved budget every of the years.

Achievement more than 115%. Highest growth all India.

Attachment with ***ICICI-PRUDENTIAL LIFE INS*** & ***ICICI- LOMBARD GIC***  for last 8yrs as free lancer basis in India.

***Successful experience in Sales Management and Marketing. Consistently made significant contributions to corporate goals for business growth and profits. Diverse experiences with the development and implementation of productive marketing programs***.

***Education***

**ACADEMICS**  : DIPLOMA IN MARKETING MANAGEMENT

With specialization in Marketing-

WELINKAR Institute of Management Studies,

# Computer Profeciency: Ms Word, MS Excel, PPT, Internet.

**STRENGTHS:**

* Leadership
* Good understanding of Marketing Concepts.
* Product Launches and Analysis.
* Excellent organizational skills, communication skills and a Good team player.
* Innovative and Creative.
* Self confident & self initiator.
* Responsive and Result-oriented.
* Vision Oriented
* Open Minded
* Sales Management
* Operational Management
* Strategic Management

### Personal Details

Nationality : Indian

Date of Birth: 22th June1967

## Key Skill

•Command over - English, Marathi, Hindi & Kannada language.

•Good Communication Skills & Negotiation skills.

• People Management Skills &Sociable.

•Good analytical skills