Amit

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**Nationality:** Indian

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| **ProfileSnapshot** | | | |
| MBAfromChetana’s Institute Mumbaiwith5+yearsofexperienceinvariousverticals(Business,Strategy,Sales&Operations)andindustry(Banking,E-commerce& Digital Marketing),currentlyworkingasaSales ConsultantatLunad Media & Communication LLCinDubai | | | |
| **ProfessionalExperience** | | | |
| **Sales Consultant,Lunad Media & Communication LLC(Digital Advertising) Feb’17 –Present** | | | |
| **Responsibilities** | * Managing and growing key accounts revenue across **Yellow Pages Portfolio on online media** * Researching, identifying, approaching and converting new clients into business by **consultative selling approach** * Managing clients **email campaigns** and helping to communicate their brands through **email marketing** * Achieve continuous profitable results by managing an extensive client base, delivering top line revenue growth and creating innovative solutions across online media * Create and nourish business relationships by providing digital & online industry knowledge and high standard of **customer service** to facilitate growth and return on investment with clients * Developing brand awareness & market penetration of Yellow Pages Portfolio through participation in trade exhibitions and B to B events * Supporting higher management with a comprehensive reporting system that facilitates in accurate **sales forecasting** | | |
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| **Business DevelopmentManager,Credr.com (E-commerce) April’15 –Nov’16** | | | |
| **Business** | * **HeadingBombayteamof20resources**,managingallCityverticalslikeBusinessdevelopment,Operations,Post sales services, Payments, Marketing and Admin * **Expanded Bombay region** and added Thane, Ulhasnagar, Bhiwandi, Vasai and Navi Mumbaizone * Increased bike inventory on website approx. 70% and bike sourced through Second Hand dealers by90% * **Developed a supply channel** through OEM tie-ups and service network ties ups to increasesupply | | |
| **Strategy** | * Developed a milestone structure/Incentive plan for Second Hand dealers to pushsales * **Developed a Service Level Agreement (SLA) for Oct – Dec Quarter** for our Businesspartners * **Focus of SLA was profitability** as we rolled out a new (first ever) commission structure in themarket * Dealer wise targets were developed for sales, inventory management, App usage& branding * **Achieved 100% adoption** for our top dealers giving us 80% of the total sales inBombay * **Developed a SLA 2.0 for Jan-Mar quarter** with additional focus on higher revenue generation andsales | | |
| **Operations** | * **Decreased per inspector cost by 70%** by developing a re-inspectionprocess * **Increased sales conversion efficiency** from meeting conducted to bikes sold from 55% to89% * StrategicallydecreasedperbikeincentivecostfromRs5000toRs500whileincreasingsaleswithdealers | | |
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| **Acquisition Manager, (Premier Banking/Corporate Salary), HDFC Bank Ltd, UdaipurApril’11 –March’15** | | | |
| **Responsibilities** | * **Acquisition of new customers** through HNI Segment for Liability Products (Savings/Current/Fixed Deposits) through Internal Database and Cold Calling * Organizing **Promotions & tie-ups** for sourcing New To Bank HNI customers * Coordinating with **cross-functional verticals** (Branch & Phone banking channels) for lead generation * Understanding the offer/arrangement made to the Corporates by the Bank * Penetrating every corporate relationship by signing up for additional salary accounts on an ongoing basis * Ensuring that all **accounts get salary credits** and generate cross sales of various liability/assets products * Handling a team of 5 CSE’s and responsible for achieving CSE productivity and number targets * To coordinate with Service Branch RMs, Sales, Assets and other departments on an ongoing basis for **new corporate acquisition** | | |
| **Summer Internship May’10 –July’10 Hindustan Times Media Ltd, Mumbai (2Months)** | | | |
| **Project** | * **Institutional sales of MINT** (Business daily) by targeting banks, hotels, B-schools * Understood the **functioning of print industry** and expectations of business newspaper readers * Studied the methodology by which newspapers are promoted and distributed to the target audience | | |
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| **AcademicProfile** | | | |
| **PGDBM** | 2009-11 | Chetana’s Institute of Management & Research, Mumbai | *74.26%* |
| **B.Com** | 2006-09 | H R College of Commerce & Economics, Mumbai University | *79.85%* |
| **ClassXII** | 2006 | Maharana Mewar Public School, Udaipur(CBSE) | *78.80%* |
| **ClassX** | 2004 | Maharana Mewar Public School, Udaipur(CBSE) | *77.20%* |
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| **Achievements** | | | |
|  | * Awarded Gold Medal for being the topper in academics for Marketing specialization * Represented my School (2 Times) at District Level in Table Tennis Championship * Attained the level of “Able Cadet” at NCC | | |