**ASHIK**

**Email:** [**ashik.388266@2freemail.com**](mailto:ashik.388266@2freemail.com)

**PERSONAL DETAILS** :

Gender: Male | Nationality: Indian |

Marital status: Married

**PROFILE SUMMARY :**

* Dynamic and decisive professional with over 4 years of experience in Marketing & Sales, Business Development, Operations Management, now seeking further challenges to provide foresight and direction in leading teams and shaping critical decisions product marketing, brand management and business development
* Expertise in business analysis, enhancing customer value, new product sales, brand development and vendor management
* Experience in product marketing, strategy development, market research and analysis
* Ability to conduct market research, assess competitor trends, and implement strategies that increase business volumes
* Demonstrated competencies in aligning marketing plans with business objectives, focusing on developing brand awareness

**AREA OF EXPERTISE :**

|  |  |  |
| --- | --- | --- |
| * Sales & Marketing * Market Research * Sales Campaigns * Strategic Planning * Sales Proposals | * People Management * Team Management * Business Development * Sales Goals Attainment * Key Account Management | * Key Account Management * Stakeholder Management * Relationship Management * Client Relationship Management * Risk Analysis & Demand Generation |

**WORK EXPERIENCE :**

**Senior Marketing Officer** @ MY HOME INDUSTRIES PRIVATE LIMITED (MAHA CEMENT) **Dec 2016 - Ongoing**

* Accountable for the wholesale network in the south east part of Bangalore
* Ensured timely sales and collections and increased the market share
* Ascertained attainment of overall targets by generating business and cross sales across the Product Grid
* Developed sales and marketing strategies for new products

**Sales Officer** @ THE RAMCO CEMENTS PRIVATE LIMITED **Jul 2014 – Dec 2016**

* Managed cement distribution network and maintaining a healthy relationship
* Developed a strong bond between Wholesale and retail chain
* Handled appointment of new and prospective dealers and increasing the market share
* Conducted new initiative drives to fulfill the requirements and closing the targets

**Marketing Executive** @ KARNATAKA SILK INDUSTRIES CORPORATION (Mysore Silks) **Jan 2014 – Jul 2014**

* Working cross-functionally with other departments to coordinate marketing campaigns and events of companies
* Coordinating marketing and advertising campaigns with advertisement of the company
* Attending promotional events to market company sales
* Collecting promotional materials, programs and events to enhance sales
* Preparing and submitting monthly weekly and other periodical report to sales manager

**EDUCATION :**

* Master of Business Administration in Finance and Marketing from Bangalore University - 2013
* Bachelor of Commerce from Bangalore University – 2011

**TECHNICAL SKILLS :**

* Proficient in MS word and typing.
* Good communication.

**PROJECTS :**

* **THE ORGANISATIONAL STUDY AT THE ATRIA HOTEL**

It was a basic organizational study to understand the key roles and responsibilities of each department.

* **CONSUMER BEHAVIOR AT “BRITANNIA INDUSTRY’**

A study on Consumer Behavior towards Britannia products in market.

**ACHIVEMENTS AND AWARDS :**

* Successful in increasing the market share of The Ramco cements Pvt Ltd from 6 to 13% of the market from July 2014 to December 2016
* Successful in increasing the market share of Maha Cements from 4% to 10% from December 2016 to till date.

**ACTIVITIES :**

* Continuous updation of daily current affairs.

**PERSONAL STRENGTHS :**

* Business Acumen
* Ability to make connection
* Vision