

ANKUR SINGH

SENIOR SALES AND MARKETING MANAGER

Competent and diligent professional with an experience of over 04 Years in Operations, Business Development, Customer Relationship Management and Client servicing; currently spearheading as Senior Sales and Marketing Manager Executive with IMARC..

Profile Summary

- Possess knowledge of the market and sales. Experience in optimizing business operations, business development, expansion of marketing network while managing and understanding competition, consequently achieving and providing high productivity standards.
- Good knowledge in mapping customer requirements, implementing strategies to achieve client satisfaction, tracking market dynamics and initiating reinforcements to neutralize competitors' moves.
- Expertise in managing collection operations and implementing strategies towards enhancing business volumes and growth as well as analyzing & assessing revenue potential in new business opportunities.
- Possess well developed communication skills with reputation of unwavering accuracy, credibility and integrity.
- Excellent time management skills with proven ability to work accurately and quickly prioritize, coordinate and consolidate tasks, whilst simultaneously managing the diverse range of function from multiple sources
- Ensuring highest standard of customer satisfaction and quality service; implementing procedures to improve customer satisfaction level and resolving customer queries by interacting with them on regular basis.
- Dexterity across handling and managing various accounting activities viz. reconciliation, preparation of various reports, preparation of Financial Account Statements; Exposure to Finance Modules of Billing Tools & PeopleSoft & well versed with Oracle along with CRM- Salesforce.

Area of Excellence	Soft Skills	Achievements
<p>Sales & Marketing</p> <p>Business Development</p> <p>Client Relationship Management</p> <p>P&L Management</p> <p>Distribution & Channel Management</p> <p>Brand Management</p> <p>Total Account Management</p> <p>Revenue Generation</p>	<p> Change Agent</p> <p> Business Intelligence</p> <p> Strategic Thinker</p> <p> Collaborator</p> <p> Communicator</p> <p> Innovator</p>	<ul style="list-style-type: none"> ▪ Created and launched several marketing campaigns that improved company's direct sales by 40% ▪ Won several bids for the company resulting in revenue of more than \$ 100K. ▪ Managed global accounts like Unilever, BASF, IGN, UNICEF, GAIN, J&J, Britannia, and many more. ▪ Gained 04 major clients in 8 months.

Education

- **B.Com from University of Delhi in 2016**
- **Advance Diploma in Big Data Analytics from NIIT in 2016**
- **HSC from CBSE Board in 2013**

Trainings

- Completed Lean Six Sigma Trainings
- Completed Trainings on Data Privacy and Customer Management/Customer Retentions

Work Experience

Mar'19 to Till Date with IMARC Services Private Limited



Mar'20- Present- Senior Manager- Sales and Marketing

Mar'19 to Mar'20- Manager- Sales and Marketing

Responsibilities:

- Created social media campaigns as a business team lead for company's online media-driven products.
- Successfully launched a digital marketing campaign for company's newly introduced product line called Procurement Resource
- Responsible for selling and managing projects globally yielding in excess of \$150K per year.
- Delivered sales presentations to clients and stakeholders throughout the world and increase customer/brand loyalty.
- Identified and pursued growth opportunities in global market to expand business reach and explore new opportunities.
- Continuously reviewed market trends and analytics to determine (and anticipate) customer needs, price schedules, and discount rates.
- Developed, implemented, and coordinated sales objectives, strategies, advertising, and promotional programs and ensuring their execution and synchronization to corporate goals.
- Managed and coordinated the activities of staff including training, employee development, performance evaluation, hiring decisions, and the establishing of goals and performance objectives for assigned department.

Achievements:

- Created and launched several marketing campaigns that improved company's direct sales by 40%
- Led a team of 03 business development professionals to conduct market research to identify new opportunities
- Won several bids for the company resulting in revenue of more than \$ 50K.
- Managed global accounts like Unilever, BASF, IGN, UNICEF, GAIN, J&J, Britannia, and many more.
- Forged effective and lasting professional relationships, which lead to integrating new clients and increasing yearly sales by 20%.
- Gained 04 major clients in 8 months.

April'17 to Nov'18 with GENPACT as Associate



Responsibilities:

- Convinced the customer for making the payments and addressing various complaints raised by customers and resolved them at the earliest possible time.
- Identified & quantified credit risks and accordingly conceptualized and implemented measures to minimize risks.
- Steered collection operations, analyzed risks and managed delinquencies with dexterity across applying techniques for maximizing recoveries and minimizing credit losses.
- Played a significant role in maintaining coordination between the Field Executives and Customers to ensure smooth execution of overall functions.
- Notable contribution in reducing A/R aging by settling disputed and pending invoices

Achievements

- Successfully completed various projects aiming to reduce the number of Aged items, Cash & Credit items from the books.
- Got an 'OS' rating for yearly appraisals.
- Received Bronze award for Quarter 4th' 2017 for excellent overall performance.
- Received Spot Award for the Quarter 3rd' 2017 for excellent collections
- Acted as HR Catalyst.

June'16 – Oct'16 with Hindustan Times Media (FEVER 104 FM) as Marketing Trainee

Responsibilities:

- Coordinated in BTL activities right from the ideation stages to execution stages and Liaised with vendors regarding Invoices and Estimates.
- Handled Internal Branding right from the stage of briefing, designing, approvals to printing
- Accountable for scheduling and processing the purchase requisitions and placing various purchase orders on SAP

NetWeaver for vendors as per the agreed terms and according to the approved Budgets

- Made the arrangements for Celebrity visits in Studio while coordinating in running social media campaigns.
- Coordinated in organizing the special screening of Movie Pink and ran special campaign for movie Dishoom.
- Tracked and kept records for the advertisements listed in newspapers. Actively contributed in client meetings and Data Research on the Activations

Personal Details

- Language: English
- References: Available on request
- Address: UG-3, B-7, Saidham Apartment, Rampuri, Surya Nagar, Ghaziabad 201011 UP