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 CAREER OBJECTIVE

To secure a challenging position in **Sales/Marketing** where in effectively contribute to an organization by utilizing my skills and abilities with sincere efforts and thereby achieving organizational and personal goals.

 **PROFILE SUMMERY**

* Over 4 years of wide and successful experience in Sales & Marketing.
* Well versed in MS Office Applications.
* Well experienced in providing results in the field of sales & marketing
* Ability to establish a strong collaborative relationship with individuals and across the organizations.
* **Skills: -** Qualified trained and experienced to manage multiple task simultaneously keeping in view the interest of the team and organization.
* Excellent communication skills both oral and written.
* A team player who thrives on working with diverse teams in challenging environment.
* **Dependable, responsible contributor with committed to excellence and success.**

 **PROFESSIONAL EXPERIENCE**

**COCA- COLA, ALIGARH, INDIA**

**Sales Executive (May 2010- Present)**

**Duties & responsibilities:-**

* Maintaining proper coordination with the super stockiest, Distributors,

 Retailers and motivating them for achieving good results and clarifying their

 Doubts regarding company schemes and policies.

* Recruitment of MD`s (Market Developers), hunter in accordance with

 Company’s policy and delegating areas to them according to the market need.

* Giving proper training to the MD`s, Salesman, and proving them proper

 Knowledge about company and its products.

* Providing on- the- job training to the Salesman, MD`s,
* Setting monthly targets for all Distributors MD`s for each product on the basis

 of present market conditions.

* Responsible for performance appraisal of MD`s, Salesman, hunter against set

 standards of performance & identifying their areas for improvement.

* Merchandising & Business promotion.
* Expansion of retailer’s network by increasing the number of outlets.
* Monitoring and tracking the visibility/availability of products at retailer’s

 points.

* Ensures timely settlement of distributors claims, timely delivery of stocks, and

 ensures proper services and it was committed to them.

* Coordinating with ASM and RSM.
* Submitting reports to ASM before deadline.
* Managing the production of marketing materials, including leaflets, posters,

 glow signboard, fliers, newsletter etc.

**E-BIZ.COM (P) LTD, NOIDA, INDIA**

**Team Leader (Mar 2006-Mar 2008)**

**E-BIZ.COM (P) LTD –** Is one of the leading multilevel marketing (MLM) companies in India which deals in e business and online education system in India & internationally as well.

**Duties & responsibilities:-**

* Create an environment oriented to trust, open communication, creative thinking, and cohesive Provide the team with a vision of the project objectives.
* Motivate and inspire team members
* Lead by setting a good example (role model) - behavior consistent with words.
* Coach and help develop team members, help resolve dysfunctional behavior.
* Strive for team consensus and win-win agreements.
* Ensure discussions and decisions lead toward closure.
* Maintain healthy group dynamics.
* Assure that the team members have the necessary education and training to effectively participate on the team.
* Encourage creativity, risk-taking, and constant improvement.
* Recognize and celebrate team and team member accomplishments and exceptional performance.
* Initiate sub-groups or sub-teams as appropriate to resolve issues and perform tasks in parallel.
* Help keep the team focused and on track.
* Work with functional managers and the team sponsor to obtain necessary resources to support the team's requirements.
* Establish meeting times, places and agendas coordinate the review and presentation.
* Escalate issues which cannot be resolved by the team.

 **EDUCATION**

* MBA ( Marketing & Finance) from ICFAI University ,Dehradun, India.
* B.com (Bachelor of Commerce)from CCS University, Meerut, India.

 **MAJOR ACHIEVEMENT**

* Won 20gm gold in the contest of **MAZA (**OWP**)** in the month of March.
* Achieved a tag of **Gold Associate** at e-BIZ.com Pvt.Ltd.
* Got **Pre-Placement Offer** letter from Coca Cola.
* “Achievers Award” for SIP in 2009 for achieving highest target.
* Achieved various Awards and Certificates in Literary and Cultural activities.

 **PROJECT UNDERTAKEN**

* Live Project on, a Comparative study between Reliance Communications and

Tata Indicom regarding market competencies.

* A comparative study between Private sector Banks and Public sector Banks.
* Survey in FMCG Company Heinz India Private Limited Aligarh, to find out the strategies adopted by them to reduce the stress of employees and to motivate them.

 **SUMMER INTERNSHIP PROGRAM**

* Company Name : Coca-Cola
* Duration : 16 weeks.
* Period : 24th March 2009 5th July 2009.
* Achievements : Achieved 100% of the given targets.

 **PERSONAL DETAILS**

Date of Birth : 15th July, 1984

Gender : Male

Marital status : Single

Nationality : Indian

 **Reference:** Upon request