**DANISH**

**sales & marketing professional**

**DANISH.271788@2freemail.com**

**CAREER SUMMARY – Objective**

A highly personable, competent, and team spirited professional with over **7years** of experience in Product/Brand Management, Event Management, Sales & Marketing. Have sound experience in exploring& managing channels in order to derive the required market share, revenue and profit of the organization. Developing and implementing Marketing strategies to meet business growth and profit objectives.

Objective is to work in an exciting and professional environment of the organization with personal development and growth possibilities and to achieve company’s goal through professional ethics, sincere commitment and hard work.

**Core Competencies**

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| --- | --- |
| * Product/Brand management
 | * Strategic planning
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| * Marketing management
 | * Event Management
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| * Market research & Business analysis
 | * Negotiation & Communication skills
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| * Media Planning
 | * Analytical & Problem solving ability
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| * Business development
 | * Relationship building
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**Professional Experience**

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**KGT Communications (Dec 2015 Till Date)**

 **Relationship Officer**

* Meeting the sales targets of the organization through effective planning and budgeting.
* Ensure the targets are realistic and achievable for me and my team.
* Devise strategies and techniques necessary for achieving the sales targets. In addition to decide the future course of action.
* Map potential customers and generate leads for the organization.
* Brand promotion. Making the product popular amongst the consumers.
* Been as example for my team members. He should be a source of inspiration for his team members.
* Maintaining and improving relationships with my clients and team clients.
* Maintain necessary data and records for future reference.



**Bharti AXA Life Insurance Co. Ltd. (May”12 – June”2015)**

 **Relationship Officer**

* To Manage different accounts and responsible for creating marketing plans, developing marketing strategies, sales forecasting and managing sales on B2B portal.
* Social media marketing management (Facebook, LinkedIn, Twitter)
* Email marketing & content writing
* Developed promotional artworks and creative designs with ad agency on regular basis.
* Mainly dealing in Life Insurance and Investment plans.
* Ensuring buyer and clients get prompt and maximum interaction.
* Understanding customers’ needs and requirements.
* Meeting sales targets and given commitments.



**Ravee Food Products (June’2009 – February’2012)**

**Procurement / Logistics Manager**

* Creating the ordering documents and quotation for sales to finalize the deals with the customer.
* Handling sales order systems to ensure accurate receipt and booking of online and offline deals.
* Ensuring each order bunch contain orders from customers, price negotiation and other approvals with Accounts Receivable team for Invoice generation at the time of booking order.
* Establishing close liaison with strategic business units including Supply Chain Management, Quality Assurance, Quality Control, Business Development, Research & Development, Finance and HR.
* Interacting with customers for delivering consistent product and service quality to the maximum satisfaction of customers rendering best service.
* Managing field force for different promotional activities.



HDFC Bank Ltd. (March”2008-May”2009)

Sales Executive

* Selling of business loans to SME’s.
* Providing personal& Business loans to individuals.
* Ensuring proper documentation is carried out.
* Developing Relationship with the clients for further business and better services.

**Educational Credentials**

MBA (Marketing) from Allana Institute of Management, Pune University in 2014

B.Com from Allana Institute of Management, Pune University in 2011

Intermediate from Aligarh Muslim University, Aligarh in 2007

Matriculation from Secondary Bihar Secondary Education Board, Bihar in 2004.

**Additional Skills**

* Efficient Team player & Team building skills
* Time Management
* Best Negotiation & communication skills
* Highly energetic and self-motivated resource.
* Creative problem-solver and achiever with convincing skills.
* Excellent communication & leadership skills.
* Apt command on MS office applications.
* Highly creative approach & ideas for art work design and marketing campaigns