

SUSHIL KUMAR BEHERA

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MARKETING / SALES / ADMINISTRATION PROFESSIONAL

Seeking a position in an organization that provides opportunity to explore & excel across the industry

PROFILE

Results-producing Marketing and Sales Manager spanning 10+ years showcasing year-over-year improvements in Marketing, Sales, Administrative work, and. Strong and decisive business leader with excellent analytical, organizational, team building, and planning skills. Maintains uncompromising focus on high-quality standards and bottom-line profit improvement. Excels at turning under-producing individuals into teams that work efficiently and exceed all expectations. Customer service orientated and excellent at performing crisis management and ensuring customer loyalty and increasing bottom line revenues.

Self-motivated professional with a hands-on results-oriented approach, who can rapidly identify problems, formulate tactical plans and operational procedures, initiate change and implement effective programs in challenging and diverse environments.

Good relationship management skills & ability to conceive efficient solutions utilizing technology; industrious individual who thrives on a challenge, working effectively with all levels of management, good temperament to multi-task and coordinate various activities under high pressure and time constraints

Motivated and goal driven with a strong work ethics, continuously striving for improvement coupled with excellent administrative aptitude with an eye for detail and the commitment to offer quality work.

Core Competencies

Team Management ☐ Strategic Management ☐ Training/Development ☐ Business Development ☐ Client Relationship Management ☐
☐ Strategic Planning ☐ Competition Analysis ☐ Sales & Marketing

PROFESSIONAL EXPERIENCE

PRESENT COMPANY**TSIPL PRIVATE LIMITED**

Designation: Marketing & Sales Head

Duration:

August 2020 to till Date

Duties and Responsibilities

- Develop pricing strategies, balancing firm objectives and customer satisfaction.
- Identify, develop, and evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.
- Developed new promotional campaign by bundling products together, increasing sales revenue of 4.5 Cr from last 2 years.
- Evaluate the financial aspects of product development, such as budgets, expenditures, research and development appropriations, and return-on-investment and profit-loss projections
- Formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers
- Negotiate contracts with vendors and distributors to manage product distribution, establishing distribution networks and developing distribution strategies.
- Compile lists describing product or service offerings
- Use sales forecasting and strategic planning to ensure the sale and profitability of products, lines, or services, analyzing business developments and monitoring market trends.
- Advise business and other groups on factors affecting the buying and selling of products and services.
- Initiate market research studies and analyse their findings.
- Consult with buying personnel to gain advice regarding the types of products or services expected to be in demand.
- Multiple leadership roles including business, supervisor, customer assistant supervisor, operations manager.
- Developed improved methods for handling product items and operations.

NIIT EDUCATIONAL INSTITUTE

Sri Sai Complex, 1st Floor, Gandhinagar Main Road, Distt. Ganjam, Orissa
Business Development Manager

June 2015 – Aug 2019

- Coordinate and direct students according to their career objective.
- Counseling students individually and in small groups
- Advice the student on what is best according to their capability.
- Understand student's mind.
- If any of the student's behavior is not good and appropriate, counsel them and change accordingly.
- To take up value-education classes.
- Conduct parent-teacher sessions, so that even parents will know how handle them according to their age.
- Advice the students on their career that is the specialization subject to choose.
- Make sure that students do not get hurt or act aggressively during counseling. Taking care of administrative works.
- As well as teaching BBM students in Imperial College (Berhampur), Odisha.

IDBI Federal LIC LIMITED

Third Floor, Eswar SAI Surya Complex,
Daba Gardens, Visakhapatnam – 530020

November 2008 – March 2014

Assistant Manager

- Giving Presentations in different places about the company products.
- Responsible for Train, Motivating, Developing, and Managing a team of Sales (Agents) Team.
- Assisted the Sales Executives and guided them in order generation; holding a monthly review meeting with the Sales Executives.
- Developed and maintained relationships with the end customers and was involved in creating and building new relationships and servicing the existing pool of clients in an attempt to maximize revenue for my team and organization.
- Maintained the database, replied to the Customers, and closed the queries at the same.
- Retained customers by providing the best possible service in terms of immediate response to inquiries, quick execution of requests & keeping the customers updated.
- Gathered customers' requirements, set up potential customers, ascertained their credit worthiness, risk analysis, and managed client retention by utilizing all available support services.
- Made efforts across developing a healthy and strong working environment in the organization by coordinating and assisting others in day-to-day business operations.

EDUCATIONAL CREDENTIALS**MBA (HR & ADMIN) 2008**

ICFAI National College, VISAKHAPATNAM, Andhra Pradesh

B. Com 2006

Berhampur University, ODISHA

Class XII 2003

CHSE BOARD, ODISHA

Class X 2001

HSE BOARD, ODISHA

Computer Proficiency

Web Designing

Graphic Designing

MS Office Suite, Windows OS & Internet Applications

Languages Known: English, Oriya and Hindi