**Anand Tiwari**

**E-Mail:** [Anandtiwari085@gmail.com](mailto:Anandtiwari085@gmail.com); **Contact:** 7859849794

**Aspiring to scale new heights in Marketing, preferably in Business Development, with an organization of repute.**

**Preferred Location:** Delhi / NCR

**Professional Preface**

* A dynamic individual with **33 months** of experience in Business Development.
* Currently working with Freesia Media as Senior Sales Officer .
* Possess highly motivated & positive attitude towards life.
* A proactive learner with a flair for adopting emerging trends & addressing industry requirements to achieve organisational objectives & profitability norms.
* Holds exceptional team spirit thereby helping in easy achievement of organisational & personal goals.
* An effective communicator with excellent relationship building & interpersonal skills.

**Scholastics**

**MBA (Marketing)**

Institute of Co-operative Management, Bhopal, affiliated to Barkatullah University in 2011.

**Bachelor of Arts**

Bundelkhand University, Jhansi in 2006.

**Work Experience**

Company Name : **Freesia Media**

Place : Delhi

Designation : Senior Sales Officer

Accountabilities

* Meeting with clients regarding online promotions like-website development.
* Handling the promotion of Freesia Media brand.

**Work Experience**

Company Name : **Shiva Shakti Bio Planttec Limited**

Place : Lucknow (U.P.).

Designation : Group Co-ordinator

Accountabilities

* Worked in the second biggest branch of Lucknow (Gomati -Nagar Branch) U.P.
* I have handled a team of six Sales Executives with full involvement in target based direct marketing and sale of all products -Organic manure (Fertilizers).
* Responsible for setting up new branch in the city.
* Supporting the sales team in attaining sales.

**Summer Internship**

Project Title : Effectiveness of Promotional Schemes on Consumer Buying Behaviour

Organization : Havells India Limited, Bhopal (M.P.)

Duration : 6 weeks of Training session attended at Havells India Limited, Bhopal (M.P.)

May 15, 2009 to June 30,2009.

Role : Management Trainee

* Conducted a survey for evaluating consumer preferences for havells sales promotion schemes .
* Analyzed the survey feedback to suggest marketing & promotion strategies for sales promotion schemes.

**Key Learning**

* Understood the sales & marketing process Learned marketing strategies of HAVELLS.
* Understood the challenges faced by HAVELLS in promoting new services & model competing with other company.

**IT Skills**

Office : MS-Office.

Operating Systems : Windows 98, 2000 & XP.

**Attainments**

* Won First prize in **Play Drama** in year 2009.
* Participated in blood donation camp in college.
* NCC “B” Certificate as “Senior under Officer” in 2004.

**Personal Dossier**

Date of Birth : 23th Jan, 1985

Permanent Address : 2269, Rajendra Nagar,Orai-285001,Distt-Jalaun, U.P.

Current Address : S-117/B, Shakarpur,Delhi– 110092

Linguistic Abilities : English and Hindi