SHIKHAR RANJAN TIWARI

**E Mail: shikhar317@yahoo.com Contact: +91 9918100077**

***Seeking challenging assignments in Sales & Marketing with a reputed & growth oriented organisation preferably in Banking/ FMCG / OTC Marketing***

**Location Preference:**

**Any where where organization requires my ability**

***Professional Overview***

* A competent professional with **over 1 year** of experience in Sales & Marketing, Business Development, Key Account Management and Client Servicing.
* Exposure in charting out sales & marketing strategies and contributing ideas towards enhancing business volumes & growth and achieving profitability norms.
* A keen analyst, highly skilled in market forecasting, quick to identify & formulate strategies to exploit business opportunities. Ability to formulate and implement tactical initiatives to achieve desired goals.
* Adroit in handling business development, identifying & developing new markets, lead generation, client retention & successfully achieving targets.
* Skilled in managing the teams to work in sync with desired goals & motivating them for achieving business and individual development objectives. An impressive communicator with honed interpersonal, team building, negotiation, presentation, convincing and analytical skills.

***Areas of Expertise***

**Sales & Marketing**

* Implementing competitive strategies for generating sales, developing & expanding market share towards the achievement of revenue & profitability targets.
* Managing profit centre operations with a view to achieve business growth objectives / goals including sales volume and market share.
* Organizing promotional campaigns; focusing on brand establishment & the market penetration.

**Business Development**

* Formulating & implementing strategies / policies and reaching out to the unexplored market segments / customer groups for business expansion.
* Negotiating contracts / agreements and ensuring maximum customer satisfaction by providing pre/post (Call Analysis) technical assistance and achieving delivery & quality norms.
* Creating product awareness for the new product concepts in the nice market & capturing the market share.

**Strategy Planning & Management**

* Planning & assessing the revenue potential in business opportunities across the assigned region.
* Analyzing & reviewing the market response / requirements and communicating the same to the sales teams for accomplishment of the business goals.
* Overseeing profit centre operations and accountable for increasing profitability and achieving business objectives within budgeted parameters.

**Channel / Distribution Management**

* Identifying and networking with financially strong and reliable channel partners, resulting in deeper market penetration and improved market share.
* Handling demand forecasting & managing inventory; ensuring optimum inventory levels with channel partners to ensure timely deliveries to the customers.
* Evaluating channel partners on set parameters.

**Key Account Management**

* Building & maintaining relations with clients, generating business from the existing accounts, achieving profitability and increased sales growth.
* Interfacing with clients for suggesting the most viable product range and cultivating relations with them for securing repeat business.

**Employment Record**

***January 27, 2014 – Till now with Indusind Bank Ltd. Varanasi as Relationship Officer***

**Key Deliverables:**

* CASA Opening
* Credit Card Selling
* Aviva Life Insurance
* Religare Health Plan

***November 2010 – July 2011 with Tata Capital Ltd Delhi as Customer Relation Executive***

**Key Deliverables:**

* Authorized to sell multi products:
  + **Business Loan.**
  + Personal Loan.
  + Auto Loan.
  + Housing Loan.
  + LAP (Loan Against Property).
  + Life Insurance Policy of TATA AIG.

***May 2009 –September 2010 with SMC Global, Pune as FSC***

**Key Deliverables:**

* Authorised for the following:
  + Selling Life Insurance Policies.
  + Health Insurance.
  + Dealt in various company products like Kotak, ICICI Pru, Birla Sunlife, MetLife & LIC
  + Doing cold call to make lead & convert in Customer
  + Making good relationship with the customers.

***Academe***

**2009 : MBA (Marketing) from** Dr. D. Y. Patil University, Pune.

**2006 : B.Com. From** Purvanchal University, **Shibli National College, Azamgarh.**

**2003** : **Class 12th** from **Children Higher Secondary School, Azamgarh**, UP Board.

**2001** : **Class 10th** from **Children Higher Secondary School, Azamgarh**, UP Board.

***IT Exposure***

* Well versed with MS Windows, Ms Office (Word, Excel & PowerPoint) and Internet Applications.

***SUMMER TRAINING***

**Title** : “**Overview of Indian Capital Market**”

**Organization** : **Share Khan (2 Months)**

**Overview:**

* To understand customers requirement and preferences.
* Selling of Dmat A/C.
* Make Good customer relationship.
* Market research.

***Extramural Activities***

* Participated in various social activities during graduation.
* Associated with the Placement Committee in MBA. during (2007-08)
* Organized Sport events in MBA during 2007.

***Personal Dossier***

**Father** :Mr R B Tiwari ( Cheif Manager KGSG Bank)

**Mother** :Mrs Pratibha Tiwari ( House Wife)

Pr**esent Address** : 159 Anantpura Katra, Azamgarh 276001, Uttar Pradesh.

**Date of Birth** : 31st July 1985

**Languages known** : English and Hindi.

**Known Person-1 :** Mr Gopeshwar Shukla ( Manager Sales & Development )

Nordic Formulations Pvt Ltd

**Cell :**09235550705, 09918100705, 09935570705

**Known Person-2 :** Mr Abhimanyu Singh (Sales Manager )

Tata Capital Ltd

**Cell :**09250009965

**Sincerely yours**

**Shikhar Ranjan Tiwari**