**ARVIND KUMAR SHARMA**

House no-D34, West Jyoti Nager Enclave Shahadra New Delhi.110094

**Contact:** +91 (0)7838687939 **Email:** kumar.arvi20@gmail.com



Date: 11/ 06/15

**HR: Ms Monika**

Sub: Personal Banker

Dear,

With reference of **Nakuri.com** undersigned present myself as an important incumbent for the same. I am submitting to express my keen interest in the position of Marketing Manager in your company.

Review of my credentials will indicate that I am a qualified and high performing individual with excellent professional and technical skills achieved via rich cross-functional exposure across the industry with 7+ years of experience in the domains of Sales & Marketing, Key Account Management and Business Development.

Currently spearheading with **APOLLO STEEL GHANA LIMITED** as **Asst.Marketing Manager**. I am an innovative thinker, able to apply analysis and creativity to problem solving. I am a highly personable, self-motivated and diligent individual with flexibility to adapt to new situations.

My core competencies include: Sales & Marketing • Brand Promotions • Product Launch • Market Analysis • Team Management • Strategic Management • Training/Development • Business Development • Client Relationship Management • Distribution Management • Liaison & Coordination • Growth Management

Driven by high energy levels and professional competence I am confident of making visible contribution to company’s growth and profitability objectives. A tour through my enclosed resume shall take you through the details and I am confident, in my credentials you would find a perfect fit for the said job. Thanks for sparing your time.

Thanking you in anticipation, for an opportunity to be a vital part of your organization.

Yours sincerely

**Arvind Kumar Sharma**

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**SALES & MARKETING/ BUSINESS DEVELOPMENT PROFESSIONAL**

*Offering 6+ years of experience and seeking challenging assignments across the industry*

Sales & Marketing • Brand Promotions • Product Launch • Market Analysis • Team Management • Strategic Management • Training/Development • Business Development • Client Relationship Management • Distribution Management • Resource Optimization • Liaison & Coordination

* Competent & diligent professional with rich experience of over **6 years in sales & marketing, business development, vendor management, product launches, budget development/ implementation, campaign management & team management.**
* **Instrumental in creative conceptualization/ execution of various promotional activities, advertising, and media planning strategies** and developing potential accounts & retaining their business association to augment customer services.
* **Competent in devising highly creative brand communication strategies. Adept at capitalizing on market trends, identifying profit potential**, creating value, & positioning the company’s products & services to maximize market share.
* **Demonstrated skills in setting up and strengthening channel management & distribution network to generate competitive advantage and maintain leadership position in the industry**.
* Articulate communicator having hands on exposure in delivering product demos and presentations to the target audiences; adept in steering sales and managing strategic alliances with key accounts from different segments.



**PROFESSIONAL EXPERIENCE**

**APOLLO STEEL GHANA LIMITED. At Ghana (West Africa) since Nov.13**

**Asst. Marketing Manager**

* Responsible for meeting the set sales targets and providing excellent customer service.
* Developed a financial plan for Clients with their requirements. Understood the needs and priorities of the HNI's.
* Manage key accounts with focused approach and nurture relations with them for productive business relations.
* Plan strategies to achieve business goals aimed towards the growth in business volumes as well as profitability. Playing a pivotal role in driving the Business from all the major corporate companies.
* Adept at managing the entire business operations and developing need based solutions to meet the specific requirements as well as handling pre and post sales operations.
* Perform market segmentation, identify viable segments, and create targeted messaging of business development.
* Strategy formulation & business development plans for the company, set up all processes related to product management and created the roadmap for the products.
* Strategy planning for enhancing brand image, acceptability and positioning, resulting in increased sales and consistent growth in business opportunities. Develop locations for new profitable ventures for revenue generation.
* Drive New Client Acquisition efforts, relationship management for maximum client retention & achievement of revenues.
* Provide excellent client relationship management services to the customers to achieve customer satisfaction and credibility in the market and thereby, enhancing the client base.
* Maintaining adequate inventory of stock and replenishing it based on demand/supply forecasts, also conducting perpetual stock verification and documentation.
* Set collections targets; develop collection optimization strategies while identifying, analyzing and implementing solutions that drive results as per the policy of the company.



**DADHIVALA MANUFACTURING & CONSULTANT PVT LTD. At Delhi (India) Since Feb.09- Sep.13**

**Marketing Manager**

* Develop a relationship of trust with the HNI’S.
* Accountable for developing a relationship of trust with the HNI's and maintaining high standards of confidentiality.
* Strategy planning for enhancing brand image, acceptability and positioning, resulting in increased sales and consistent growth in business opportunities. Develop locations for new profitable ventures for revenue generation.
* Coordinate with others line of business to achieve corporate goals and sales targets.



**BARCLAYS BANK since Jan.08-Feb.09**

**Senior Sales Relationship Officer. At Delhi (India)**

* Responsible for meeting the set sales targets and providing excellent customer service. Involved in handling acquisition of Prestige Accounts, current accounts and savings accounts.
* Accountable for managing Fixed Deposits and ensuring proper maintenance of the deposits. Efficiently involved in Cross selling all the products and services of the bank.
* Developed a financial plan for Clients with their requirements. Understood the needs and priorities of the HNI's.
* *Credentials of being awarded with Star of the Month award in Feb’08 for best performance.*



**EDUCATIONAL CREDENTIALS**

**Master in Business Administration (Marketing); 2008.**

Suryadatta Group of Institutes, University of Pune. At Pune (India)

**BA;( Hons. Geography) 2005.**

University of Rajasthan, At Rajasthan (India)

**Higher Secondary Certificate; 2002.**

Board of Sec. Education, Ajmer, At Rajasthan (India)

**Senior Secondary Certificate; 2000.**

Board of Sec. Education, Ajmer, At Rajasthan (India)

**Computer Proficiencies:** MS Office Tools, Internet and Email

**Internship Details**

* At ICICI Prudential on Product Research -Brand Image of the ICICI Prudential’s product among the consumers; Consumers Research-Survey of Consumers feedback about the company’s product and New Avenues for business.

**Date of Birth:** 4th December 1984



**Hobbies:** Playing & watching Lawn Tennis

**References: Nakuri.com**

**Passport number:** F2948620