

**VIKAS M.DESHMUKH**

**Mob**: +918698022586

**E-mail**: deshmukh.vikas09@gmail.com

**Middle Management - Sales & Marketing / Business Development**

**Marketing Strategy ~ Customer Relations**

***To continuously grow and improvise my skills with esteemed organization in order to achieve goals & objectives mutually.***

**Profile Brief**: Over **6 years** of insightful work experience in progressively assignments with proficiency in Customer Relations, Sales Target achievement and Team Management. Lead key initiatives and formulated Marketing Communication Strategies to meet dynamic customer requisites resulting in high level of Customer Satisfaction and increased Market Share, Sales Volumes and Bottom-lines. Visionary leader with analytical mindset and verifiable inter-personal skills. Leverage customer insights to anticipate, counter competitive actions and position brands for market share leadership.

**Areas Of Expertise**

*Business Development Profit Centre Operations Brand Positioning*

*Market Intelligence Retail Sales Management*

*Sales Promotions Event Management Marketing Budget Control*

*Customer Relations Public Relations Team Management*

*Training & Development Sales Target*

**Professional Experience**

**Majid-Al-Futtaim Group- Dubai**

**Designation: Sales Officer Nov’ 2012 to Feb 2015**

**Accountabilities:**

Business generate through credit card and maintaining healthy relationship with customers.

Initiating and developing relationship with target organization for business development.

Understanding the requirements of the target customer & providing proper financial solutions.

Reference through existing customers.

Achieved 200% of quarterly target.

Successfully Completed 2 Yrs Contract Period in Feb 2015

**S J Foods Ltd- Pune**

**Designation: Sales Manager Dec’2011 to Sep’2012**

**Accountabilities:**

Recruiting & managing a team of Sales Officer(Agents).

Dealing with Installment Single installment Plans.

Trained motivate team of sales officers to sale company product.

Identifying promotional opportunities that enhance brand awareness and to get the business for Sales Officer.

Generate the new way and ideas to promote business.

Daily reporting to Branch Manager.

Conduct meeting with S.O(Agents) Access local market conditions; identify current and prospective sales opportunities.

Achieving set targets with in specific time .

Contacting clients and setting up meetings, either within an office environment or in clients' homes or business premises;

Conducting in-depth reviews of clients' financial circumstances, current provision and future aims;

Analysing information and preparing plans best suited to individual clients' requirements.

**ICICI Bank Ltd- Amravati**

**Designation: Sales Executive Dec’2004 to Dec’2007**

**Accountabilities:**

I started my career in banking since 2007 as a very grass route with ICICI Bank Ltd as Sales executive in two wheeler Loan dept.

Generating leads of prospective customers by providing a good deal.

Conducting login process of loan case file.

Making Cold Calls, phone calls to prospective Customers and convincing them to for two wheeIler loan.

Converting Prospective Customers into Closing deals by keeping a follow up on the procedure with the Bank.

Regularly visit to two wheeler dealer.

Approve & disbursement of loan file within specified time.

**Education**

**Master Of Business Administration From Raisoni Business School, Nagpur**

**Scores- 65.35%**, Year- 2009-11,

**Bachelor of Science from Amravati University**

Scores: - 60.34% Year- 2004-08.

IT Skills: Well versed with MS – Office and Internet Applications.

**Trainings / Courses Attended/ CERTIFICATIONS**

Attended 2- Days Prahar Camp on Effective Leadership Skills & Team Building theme.

Participated in Cultural Event KASHTI 2010.

Successfully completed Elan- Personality Development Program.

Sports: University level – Cricket.

**Summary of Achievements**

Successfully completed the Global Leadership Program at Singapore in May 2011

Industrial visit at ROYAL SELANGOR (Malaysia)

Has successfully completed the Global Leadership Program at Amity Global University.

**Personal Dossier**

Date of Birth : 10th August 1984

Marital Status : Single

Languages Known: English, Hindi and Marathi

Address : 13, Vidharbha Housing Colony,

CAMP, Amravati.

I hereby declare that above information mentioned is true to best of my Knowledge and belief.

Date:

Location: Amravati (Vikas M.Deshmukh)