Rahul Kumar Jha

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**Seeking assignments in Sales & Marketing / Business Development / Relationship Management with an organization of high repute**

**Career Abstract**

* Result Oriented Professional with **approx 4 years** of functional experience in Sales & Marketing, Brand Development.
* Experience in tapping prospects, analyzing their requirements, rendering guidance to customer and negotiating (commercially) for sales.
* Expertise in successfully ramping business assignments; while working in close coordination with clients and ensuring effective service deliverables.
* Expertise in developing plans for achieving business from the clients for life insurance Products.
* An enterprising leader with proven abilities in leading teams towards the achievement of organizational goals and industry best practices.

**Areas of Expertise**

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| - Strategic & Tactical Planning | - Business Development | - Marketing & Sales |
| - Project Management | - Channel Management | - Payment Collection |
| - Liaison / Negotiations | - Team Management | - Cost Management |
| - Order Management | - Project Execution |  |
| - Key Account Management | - Product Promotions |  |
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|  | **Employment Scan** |  |
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**Since May’ 13: PNB Metlife india insurance company ltd, Kanpur as Relationship Manager**

*PNB MetLife India Insurance Company Limited (PNB MetLife) is a joint venture between MetLife International Holdings Inc. (MIHI), Punjab National Bank Limited (PNB), Jammu & Kashmir Bank Limited (JKB), M. Pallonji and Company Private Limited and other private investors, with MIHI and PNB being the majority shareholders.*

**Noteworthy Attainments**

Steering business operations for sales & marketing of insurance Products across assigned PNB branches:

* Identified and developed customers & their needs for securing major policies.
* Conducting Industrial presentations for large industries
* Managing activities pertaining to finalization of deals of selling Bank products like Lockers, Fixed deposits, current accounts & saving accounts, mediclaim policies, loans etc.
* Rendered consultancy services to banks by appointing Specified Persons in PNB Branches, SP training, SP mapping, campaigning for promotions.

**July’ 09 – June’ 11: Jolen Inc. USA, Uttar pradesh as Sales Manager**

***Jolen Inc****. is almost 57 years old brand. Since its inception in 1955, till date it is QUALITY PROMISING.It is Number One crème bleach in the world when it comes to product uniqueness and quality. Being the largest manufacturer of bleach, Jolen is now a household name and an undisputed choice of customer globally. Kundan Care Products Limited (Kundan Group) takes pride in introducing this lavishing/royal and widely accepted brand from USA in India. The start of this golden era was in 2004 when Kundan became the exclusive licensee for Jolen in India.*

**Role:**

* Led sales & marketing of Cosmetic products i.e. face wash, cream bleach, hair remover etc.
* Spearheaded efforts for establishing the network in North UP including Lucknow, Allahabad, Etawa, and rest of the potential markets.
* Launching of New Products.
* Provided cost estimation & followed up for order booking
* Conducting Displays, Building Sales Volume, Developing New Clients.
* Planning Inventory Management, Merchandising, Distributor Appointment, Distributor Team Training, Implementing Schemes & Promotions, and Assisting Super stockiest, Managing ISR’s
* Followed up for payment collection.

**Traineeship Experience**

**April 2012 to June 2012: Vardhman Yarns & Threads Ltd (VYTL), New Delhi as intern**

**Topic:**To study the Corporate satisfaction level of VYTL across Delhi NCR

**Profile Description:**Studied the satisfaction level of corporate customers of VYTL who mainly focused to cater to the needs of big garment production house, promoted direct purchasing from VYTL, promoted VYTL in a newer segments like leather goods and travel bags.

**Project Undertaken**

**Sept 12 to Oct 12: Educomp Raffles Higher Education Ltd., New Delhi**

**Topic:** To study various influencing factors for a students while choosing and taking admission in colleges

**Job Handled:**Constructed a relevant questionnaire, collected data via online medium (http://identitydesigning.com/accessnassess) and offline mediums (by visiting various colleges) and analyzed the data, created and presented the report to Educomp management and made presentations & suggested waysof improving marketing strategies of the organization based on the research

**Scholastics**

**MBA (Marketing):** Bharathiar University, Coimbatore in 2013

**B.Com:** CSJM University, Kanpur in 2010

**XII**: State Board, Kanpur in 2006

**X:** State Board, Kanpur in 2004

**IT Skills:** Conversant with MS Office & basic knowledge of SPSS

**Personal dossier**

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| Date of Birth  Address | :  : | 18th January 1988  E-15, Fifth floor, Chand Society, Juhu, Mumbai-400049 |

Father’s Name : Vinay Kumar Jha

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