**ABHAY P. SINGH**

**Mob:** +91-9604 11 7022 | **E-mail:** abhayraj.ent@gmail.com

**Consummate professional seeking management position in Marketing Operations / Business Development with a leading organization.**

**PROFILE SUMMARY**

**A Competent professional with over 6 years of experience in**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Marketing Operations |  | Business development |  | Training Development |
|  | Sales & Marketing |  | Brand Management |  | Revenue Generation |
|  |  |  |  |  |  |

* Hands on experience in charting out marketing strategies and contributing towards enhancing business volumes & growth and achieving profitability norms
* Skilled in handling pricing strategies, competitors & market analysis, new product roll-out & target marketing
* Expertise in managing development & implementation of promotion plans and handling communication for brands including all above the line and below the line activities
* An effective communicator & team leader with strong analytical, problem solving & organizational abilities.

**AREAS OF EXPERTISE**

* Managing marketing functions like product planning & roadmaps, consultations and business development
* Handling the pre analysis of product launch
* Supervising the performance of team members
* Developing marketing strategies to build consumer preference and drive volumes
* Manpower planning initiatives and ensuring adherence to planned expenses
* Conducting competitors analysis
* Monitoring new product launch results and recommending action for addressing any forecasted variances to volume budget, on a monthly basis.

**ORGANIZATIONAL EXPERIENCE**

Sep’ 10-to Present, as **Business Development Executive** at,

**General Electricals & Mechanical Engineers** [Air-conditioning & Refrigeration (products &Services)]

ADD: 900, Sachapir Street, Camp, and Pune-411001

Feb’08-Jul’10, as **Marketing Executive** at,

**SEELK ROUTE** [Events & Advertising agency]

G -20, Ground floor, Upper level, Ashoka Mall, Opp Hotel Sun n Sand, Bund Garden Road,

Oct'06- Jan’08, as **Marketing Executive** at,

**Arch Designers [I] Pvt. Ltd. (Pune)** [Interior Designers & Project Managers]

71/A-3, Vishnu Bhavan, Prabhat Road, Lane No - 15, Erandawane, Pune -4, Maharashtra, pune-.

**KEY RESULT AREAS**

* Print Promotion with promo literature & advertising
* Innovative to develop new ideas & strategies
* Team motivator & optimistic
* Result oriented, hardworking & adaptability to any work environment
* Customer Rapport
* Comprehensive Knowledge of products to be sold

**ACADEMIC DETAILS**

* MBA (Marketing) from Tilak Maharashtra Vidyapeeth (year 2013) for Distance Learning Pune.
* B.COM from Pune University (year 2009) Pune.
* H.S.C Pune Board (Year 2004) Pune.
* S.S.C From Erin N. Nagarwala day School (Year 2002) Pune.

**Other Qualification**

* Advance Diploma tin 2D and 3D Character animation, Visual effects & post Production.

**PERSONAL DETAILS**

Date of Birth: 21St February 1986

Address: D-3/28, Tridal Nagar, Opp Housing Board, Yerwada, Pune: 6

Languages Known: English Hindi and Marathi

Nationality: Indian

Gender: Male