**VIVEKANANDA** Mobile: 9964584296

**Email:** [**pesvivek@gmail.com**](mailto:pesvivek@gmail.com) Home: 8904729376

**OBJECTIVE**:

Seeking an opportunity in Sales and marketing management with an organization where growth of organization and employee is mutual

**PROFILE SUMMARY**

* Management professional with 2.5+ years of experience in Marketing, B2B Sales, Marketing Research, Account Management, And IT Technology Support
* Competition Analysis in information and services Industry
* Expertise in handling the Client queries about our Product Specifications and Suggesting suitable measures
* Expertise in training clients with respect to product usage and continuously monitoring their usage pattern and motivating and creating interest in their respective product
* Exceptionally well organized with a track record that demonstrates self-motivation, creativity and initiative to achieve both corporate and personal goals
* An enterprising individual with good interpersonal skills and willingness to learn

**CORE COMPETENCIES**

Marketing and Key Account Management, Marketing Communications, Business Development, Brand Management, Marketing Research, Experience and Confidence of interacting with C-level executives

**ORGANIZATIONAL EXPERIENCE**

Since March’ 2015; Working with **IndiaMART**.**com** as **Assistant Manager- Client Acquisition**

* Call & set-up appointments on daily basis, and meet prospective clients on daily basis.
* Achievement of weekly sales targets
* Ensure strict adherence of sales process and internal procedures.
* Deal with Signing Authority/CEO of SME and Corporate Clients
* Regularly follow up with clients for post sales feedback and Share the responses to the Client services Division

Since Dec’ 2012- Jan’ 2014; with **Empulse Research**, Bengaluru as **ASSOCIATE- Market Research**

* Planning and managing of marketing research and promotion activities
* Identifying and assessing of the marketing mix impacts on customer behavior
* Identifying and approaching key decision makers for Meeting and generating revenue
* Understanding the preferences, attitudes, and behaviors of clients in a market-based economy
* Providing the suggestions on effects and comparative success of marketing campaigns
* Evaluating the potential opportunities, target market selection, market segmentation, planning and implementing marketing programs, marketing performance, and control
* Responsible for providing the relevant information to the managers for making a marketing decision.

Since Sept ‘2011- Nov’2012; with **CRISIL Research**- Subsidiary of S&P as **Business Development Officer**

* Managing both technical and managerial responsibilities from client locations and from office
* To carry out functional Implementation of CRISIL research applications
* Working knowledge of RISS(Research and information subscription system) and CRM
* Identifying the key decision makers and approaching them for Cross selling
* Conducting user training for users on the functionality and features of our application for the large client base
* Assist the business team in organising meetings, knowledge sharing sessions and other requirements
* Capturing feedback about content and features and gathering client intelligence from the site about the key persons, Competition landscaping and sharing it internally
* Open up leads and proactively interact with RM’s to share and gather information and generate leads via cold calling, Social media, attending conferences/exhibitions
* Smooth renewal of client accounts
* Coordinating and interacting with other team members and RM’s for getting the task done across different client base
* Consolidation, tabulation, interpretation of feedback obtained and arriving at conclusions

**EDUCATION**

* MBA from PESIT , Bengaluru (Affiliated to VTU Belgaum) in 2011
* BE from Sir MVIT, Bengaluru (Affiliated to VTU Belgaum)in 2008
* XII from LVD College, Raichur (PU Board) in 2004
* X from Jawahar Navodaya Vidyalaya, Koppal (CBSE) in 2002

**IT Skills**: Well versed with MS Office Suit (Word, Power Point, Excel and Outlook), All windows versions, Programming Languages(C, VB), Database Management (SQL), Statistical tool (Advanced Excel, SPSS, SAS Basics) and Adobe Photoshop

**SUMMER INTERNSHIP**

Organization : Jyothi laboratories Private Ltd

Duration : 12 Weeks

Title : Assessment of consumer need gap for mosquito repellents

**ACADEMIC PROJECTS**

**Title**: Data collection, Data Analysis and Interpretation of Data related to Cancer Patients this concentrated on improving treatment methods and bringing awareness about the cancer in majorly effected geographies, Using excel and SPSS for Data Analysis.

**Title**: Worked on Building up of multi domain protein database and Insilco analysis of hypothetical proteins and identifying the functionality of the respective protein, Using Relational Database(SQL) and MS Access

**Title**: Assessment of Consumer behavior at premium malls in Bengaluru, Used SPSS(Factor Analysis and Multivariate analysis) and Excel for analyzing the Data Collected.

**OTHER ACCOLADES**

1. Actively participated in organizing international level management event **MANAGE 2010 and 2011**at PESIT**.**
2. Organized a Mega Event **“Fiesta de retail”** which was a student initiative and first of its kind in India, bringing all the retailers together under a single platform which has given a practical exposure.
3. Extensively participated in quizzes, speech and anchored such competitions during school days.
4. Member of ISTE student’s chapter of Sir MVIT and Organized seminars, quizzes and aptitude test with the help of faculty members.
5. Actively participated in organizing inter collegiate ‘Technotsav-05’, ‘Abhyuday-05’, South Zone Cultural Fest ‘Yuvakalanjali-05’, ‘Kalanjali-06’, ‘Technotsav-07’, ‘Abhyuday-07’ at Sir MVIT.

**PERSONAL DETAILS**

Date of Birth : 17th March, 1986

Sex : Male

Linguistic Abilities : English, Hindi, Telugu and Kannada

Permanent Address : H.NO 14-6-563, Near APMC Manvi-584123,

Raichur , Karnataka.

Hobbies and Interests : Listening to music, Cooking, Browsing and like to travel to new places