RAKESH KUMAR YADAV

Mobile; 9711607562 / E-Mail: rakesh.r15397@gmail.com

**Special Achievements:** Got three promotions in HDFC BANK and as **Team Manager** looking after 12 people including two office coordinators.

On 1st Aug 2009 promoted as **Team Manager** and looking after Direct Sales Team.

Received “CERTIFICATE OF EXCELLENCE” in recognition of my performance.

Received “CERTIFICATE OF MERIT” for super performance for the year 2009, 2010, 2011.

**professional profile**

* A dynamic, result oriented professional having more than 6 year of experience in sales and marketing involving management of Direct Sales Teams.
* **Currently associated with YES BANK Ltd. as Team Manager.**
* Have experience in marketing a wide bandwidth of products in domestic marketing arenas.
* *Core Functionalities include:*
  + - Sales & Marketing - Business Development
  + – Client Relation - Team Management
* An effective communicator & motivator and team leader with proven team building and management abilities.

**KEY DELIVERABLES**

*Sales & Marketing*

* Taking initiatives and contributing to activities for achieving branch level targets through various marketing techniques.
* Planning Branch level Marketing & Event strategies, ensuring the implementation as per the calendar for sufficient leads generation as per the Demand Funnel.

Team Management.

* Recruiting front line sales executives, team managers & direct marketing associates.
* Training the team regularly on products & policy & various sales & marketing techniques.

**work Experience**

**Since Jan’14 with YES BANK Ltd.**

*Contributions as Client Relationship Partner*.

* Developing & maintaining relationships with customer.
* Planning & managing activities in association with the sales staff.
* Developing different attractive schemes to increase sale.

**Oct’08 to Dec’13 with HDFC BANK Ltd.**

*The Growth Path*;

Aug’09 - onwards Team Manager- “Retail”-New Delhi

April’08 - Aug’09 Senior sales officer – “Retail”-

Oct’08 – April’08 Sales officer

*Contributions as Team Manager*.

* Handled a sales force of approx 12 people.
* Achieved Branch Sales targets through sales officers.
* Planned Branch level Marketing & Event strategies & ensured the implementation as per the calendar for sufficient leads generation as per the Demand Funnel.
* Recruited & trained sales people for DST & maintained a healthy team size.
* Maintained Customer & corporate relationship.
* Developing branch level processes for customer delight .
* Managed the branch single handily with responsibility of sales.

**EDUCATION & CREDENTIALS**

**B.Sc. (Maths) Purvanchal University ,** **Jaunpur**

**Basic Computer Fundamental :OUTLOOK,MS-WORD,MS-EXCEL**

**Additional Qualification**

**Pursuing MBA from**  SIKKIM MANIPAL UNIVERSITY –New Delhi

**personal details**

Date of Birth : 3rd August 1985

Mailing Address : B-288 Kondli, Mayur Vihar Phase 3 Delhi 96

**Date :**

**Place:**

**Rakesh kumar yadav**