**PUNEET SHARMA**

Tel: +91 8980 889 768, Email: sharma.puneet2705@gmail.com

Address: B-501, Bharti Residency, Pal road, Surat, India

**Assistant Manager – Sales, Channel Sales Manager**

An astute professional with more than 6 Years of Experience in Channel Sales & Marketing including but not limited to Consumer Marketing Key Account Management Channel Development & Distribution who drives Organizational growth through creative and Innovative measures. Focused and results-oriented professional, experienced in leading and operating Consumer Durables Company in dynamic &competitive environments.

**Professional Skills**

* Distribution • Consumer Marketing

•Brand Management • Key Account Management

• Channel Development • Channel Development

**Professional Experience**

PHILIPS LIGHTING INDIA LTD.

*Assistant Manager,* Dec. 2015 – Till Date

Key Contributions

* As Assistant Manager handling Surat, Vadodara and Rajkot
* Handling channel sales along with B2B and Sales from Interior Designer, Architect and Electrical Contractors.

GODREJ & BOYCE MFG CO. LTD, INDIA

*Assistant Manager,* November 2012 – November 2015

Key Contributions

* As a Channel Sales & Marketing Assistant Manager handled Central Gujarat , Ahmadabad & Surat
* Handling Channel sales in which Channel development, Consumer Marketing and Distribution are key working areas
* Doing key Account management of top retailer in Distribution Network
* Got ME (Meet Expectation) rating for last two financial years

ASE, VIDEOCON INDUSTRIES LTD, INDIA

*Sales Executive, Feb 2010 –Oct. 2012*

Key Contributions

* Handling consumer durables of Videocon and Kenstar Brand
* Responsible for continuous monitoring of the dealer network retention, network correction & expansion
* Responsible for preparation and submission of MIS to Branch Manager
* Responsible for achieving business plan targets of allocated territory/ Areas as per Brand Manager Guidelines
* Responsible for monitoring of Dealers/ Stock positions month-wise, Brand-wise & Product-wise for doing the needful
* Building Relationship with existing dealers
* Implementation of the marketing strategies, Dealer level promotional activities
* Handling Distributor, Direct Dealer, Company Brand show room, modern trade

**PROJECT DETAILS**

* Company: **RELIANCE RETAIL INDUSTRY, JAIPUR**
* Project Title: Mapping and developing customer awareness towards organized retail and to check the effect of display and communication on customers.
* Duration: 2 Months

Key Deliverables

* Job entailed working under the Marketing Manager in league with the sales executives, this involved visual merchandise development
* The program was aimed at new format promotion through low price in the enrolled popular and daily usage categories product
* Project involved understanding the overall marketing activities of Retail and the effect of visual merchandise of store on customers
* Compared the price and analysed the difference between price and offers through benchmarking

**Education, Affiliations & Continuing Development Coursework**

**Indira group of Institutes,** Mumbai, India

**PGP + MBA** Dual Specializationin Marketing, 2010

**Rajasthan University**, India

Bachelors of Arts – 2008

***Additional Qualification***

* Have completed a 250-hour comprehensive Performance-Based Leadership Development Programme by Statement Consulting, and have acquired the following skills
* Negotiation Skills
* Problem Solving Skills
* Strategy

***Languages Known***

* English (Fluent), Hindi(Fluent), Punjabi(Fluent) and Marwari(Fluent), Gujarati(Fluent)