



# Bikash Kumar

Sales & Marketing  
Professional

## Contact

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## Skills

Team Management

Business Development

Key Account Management

Active Listening

Objection Handling

Customer relationship  
management

Adaptability

Fast learning

Leadership Skill

## Languages

Results-oriented Sales Manager with high energy levels and passion for customer service and sales in managing accounts for assigned territories and selling products ethically and with market-driven approaches. Polished in increasing sales volume by developing business opportunities and implementing effective sales programs. Critical thinker possessing first-rate multitasking, problem-solving and communication skills. Skillfully enhance distribution and availability of products to achieve targeted territorial growth

## Work History

2021-07 -  
Current

### Marketing Executive

SEVEN 11 INDUSTRIES PVT LTD, AHMEDABAD, INDIA

- Handling areas for Business development, Account Management and sales collections of WATERBASE flexo inks - Ahmedabad, Gandhinagar, Himmatnagar, Vadodra, Morbi, Rajkot, Gandhidham, Kandla etc
- Handling Ahmedabad & Morbi depot and distributor for sales and collection.
- Effectively monitoring competition and appropriately adjust costs based on supply and demand.
- Accountable for the daily and monthly reporting of sales activity and progress.
- Responsible for the achievement of the sales and financial targets in the business of assertive and forward looking business strategies to acquire and develop new customers.
- Expanded new businesses by developing powerful sales and marketing campaigns.
- Skilled in managing distribution channels sales, partner relationship management.
- Retain current customers and motivates them to further grow existing business and explore opportunities in new business segments.

### DISPATCH AND LOGISTICS PLANNING

- Planning & executing of Depot operation, Order processing and back - end sales support to customers (Order, Offer, Pricing, Logistics support), handle depot Inward, Outward, Loading/Unloading etc.
- Coordination with Sales team/ Follow - up with factory for dispatch.

ENGLISH

HINDI

Bengali

Gujarati

2020-08 -  
2021-05

- Handle Loading supervisor/Vehicle management, Monitoring loading/ unloading & follow - up on timely closer of Dispatch and deliveries.
- Co-ordination with transporters and vendors.

### **Territory Sales Manager**

*NoBroker Technologies Solution Pvt Ltd,  
Ahmedabad, Gujarat*

- Doing Business development (B2C and B2B) for Software Application products/solutions - SaaS.
- Has to take care of entire customer life cycle with major focus on acquisition.
- Responsible for an end to end sales process which involves;.
- Lead generation, Cold Calling, Meeting with Clients, Prospecting, Converting into customer and finally overseeing excellent after sales services.
- Meeting prospective clients, executing effective product demonstrations, emphasizing product features and benefits with focus on the value of the solution.
- Meeting with Builder/Committee Members of societies and commercials to understand scope of business and their expectations.
- Researching potential leads from open market, web searches, or digital resources.

2019-06 -  
2020-08

### **Sales Manager**

*OYO , Ahmedabad, Gujarat*

- Managing Multiple Venues(Gandhinagar – Ahmedabad - Changodar).
- Responsible for driving sales and operation of the allocated venues.
- Team Handling of the allocated venues.
- Prospect for Onboard new merchants by networking, cold calling, advertising or other means of generating interest from potential clients.
- Plan persuasive approaches and pitches that will convince potential clients to do business with the company.
- Develop a rapport with new clients, and set targets for sales and provide support that will

continually improve the relationship.

- Required to grow and retain existing accounts by presenting new solutions and services to clients.
- Planning and executing marketing strategies to ensure bottom line growth.
- Proven sales experience in hospitality & F&B Aggregators
- Providing Strong Customer Experience.
- Maintaining relationships with Customers and Venue owners.
- Connect with Customers and invite them to visit.
- Convert leads into visits and visits to bookings.
- Co-ordinates with the Property owner, OYO - Wz services team and other vendors to ensure all commitments are delivered on time.
- Cross Sell/UP Sell OYO Services.
- Ideate to increase property business.
- Work with Corporate team to market the venue, OYO - Wz Services and to execute any local marketing initiatives.
- Revenue Management and collections.

2018-12 -  
2019-02

### **Team Lead Trainee - Operations**

*Swiggy, Ahmedabad, Gujarat*

Generating leads for restaurant On-boarding.

Basic roles of Area manager, Sales manager, Fleet manager.

Team Lead management trainee for Swiggy Operations (S&O) west zone (Ahmedabad) for Rural mobilization project.

Generating Delivery executives leads through field sourcing and ground activities.

On-boarding and training of the Delivery executives.

Managing the fleet within the assigned area.

Racking Delivery executive logins.

Gathering competition intelligence (payout structure, incentives, etc)

Coordinating with engagement team.

Re-engagement of inactive Delivery executives.

Monitoring on-field Delivery executives' quality and field auditing.

2014-04 -  
2017-05

### **Graduate Apprentice Trainee**

*Hindustan Paper Corporation Limited(A GOI Enterprise), Silchar, Assam*

- Taking responsibility of Shift In charge of Utility (Boilers & Turbine operation).
- Manpower management (Handling a team of 75+).
- Inventory Management.
- Supervision of sub departments - DM PLANT,WTP,FEED PUMP, COMPRESSORS.
- Meticulously handle the ERP(Oracle) software for tracking the entire working of the business
- Direct the entire man management and ensure there is no shortage of manpower for the working of the business
- Coordinate the working of the entire Maintenance and operation process in shifts

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## Education

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2017-06 - 2019-05	<b>Post Graduate Diploma in Management: Marketing</b>  <i>Unitedworld School of Business - Ahmedabad</i> CGPA : 5.15
2009-07 - 2013-05	<b>B.Tech: Mechanical Engineering</b>  <i>Singhania University - Rajasthan</i> Percentage: 70.70
2006-07 - 2007-05	<b>XII: Science</b>  <i>Kendriya Vidyalaya Panchgram - Assam</i> Percentage: 65.80
2004-07 - 2005-05	<b>X</b>  <i>Kendriya Vidyalaya Panchgram - Assam</i> Percentage: 77.00

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## Certifications

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2018-03	Entrepreneurship Immersion Program -EDI
2019-02	Lean Six Sigma Green Belt - KPMG
2018-08	Rural Immersion Program -Institute of Rural Management, Anand

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## Interests

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Travelling

Playing Cricket

Bike Riding