

# VIVEK BHARDWAJ

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**Father's Name:** Mr. Rajiv Kumar Sharma  
**Birth Date:** July 26, 1993  
**Marital Status:** Single  
**Languages:** Hindi and English

## PROFILE

Professional with exposure in Channel Sales, Sales Process and Quality, Customer Experience, Digital Marketing through Social Media, Retail finance, Channel Finance, Advertising, Manpower Development and Business break-even analysis. Management professional with Master of Business Administration focused in International Business and Marketing from Faculty of Management Studies, Banaras Hindu University. Currently pursuing Financial Analyst certification course.

## EDUCATION

<b>Certification - Financial Analyst</b>   Udemmy – Online	Currently Pursuing
<b>Certification – Social Media Marketing</b>   Indian Institute of Digital Education	February 2019
<b>Masters, Business Administration</b>   Faculty of Management Studies, Banaras Hindu University	May 2017
<b>Computer Science Engineering</b>   Dr. APJ Abdul Kalam Technical University	June 2014
<b>Senior School Certification</b>   The Army Public School	March 2010
<b>High School Certification</b>   The Army Public School	March 2008

## WORK EXPERIENCE

**June 2017 – Currently Working**

**Area Manager | Mahindra & Mahindra Ltd. | June 2017 - Current**

### Responsibilities:

- Consulting channel partners to grow business and profitability by identifying opportunities and gaps for positive impact.
- Responsible for end to end operations of dealerships in multiple districts.
- Analysis of market data and preparing strategies to counter competition.
- Targeted sales achievement and market share improvement in assigned regions.
- Planning and executing ATL campaigns in Newspaper Ads, Radio Campaigns, Digital Media for brand building.
- Planning and executing BTL promotional campaigns for creating robust sales funnel.
- Sales forecasting, market trend analysis and competition tracking to ensure timely strategy development.
- Mapping of territories segment wise, application wise and potential wise for specific products.
- Analyzing manpower requirement and ensuring adequacy and productivity in assigned regions.
- Identifying & deal with strategic customers and develop sustainable relationship with them.
- Working with banks and NBFCs to design and execute retail finance schemes as per customer requirements.
- Fund Management and Channel finance for channel partners in assigned regions.
- Interface between brand team and end customers for market intelligence.
- Capability building of dealer General Managers, Sales Managers, Product Managers and Sales Consultants regarding product, competition, finance, customer need analysis.

### Special Projects:

- Developing robust virtual numbers enquiry management system.
- Digital Marketing – Developing and handling Facebook page – Mahindra Automotive Gujarat - <https://www.facebook.com/MahindraAutomotiveGujrat/>
- Showroom Breakeven Analysis to ensure channel profitability.
- Market Share reports development for Gujarat.

## Professional Achievements:

- Assigned as Area Manager within 7 months before completion of one-year training period.
- Assigned as Area Manager for dealership with highest stake at Gujarat level – Punjab Automobiles.
- Planned and executed strategy to take Gujarat area office from last area office to number one area office across India in Enquiry Management Process through Virtual Numbers.
- Learned and implemented process for digital lead generation at regional level. Recognized at national level.
- Market Share improvement of 7% across assigned regions.

### May 2016 – July 2016

Marketing Intern | Advertising and Marketing – Nexa Channel | Maruti Suzuki India Ltd.

**Project:** Marketing strategy to use celebrity endorsement as a marketing communication tool in MSIL. May 2016 – July 2016

- Ranveer Singh's compatibility and fitness check for brand endorsement of Maruti Suzuki's sedan 'Ciaz'.

**Mentor:** Mr. Gaurav Aggarwal, Brand Manager - Ciaz

### December 2015 – January 2016

Banking Intern | Agri-Loans | Kotak Mahindra Bank Ltd.

**Project:** Analysis of fund based working capital limits offered by KMBL and other banks

- Understanding of working capital limits required by Agri-based firms
- Understanding of banking operations

**Mentor:** Mr. Abhishek Jain – Regional Manager – Agri Loans

### January 2014 – July 2014

Ad-Operation Executive | Exponential Inc.

**Responsibilities:** Trafficking and configuring exponential client campaigns. Reviewing and approving advertiser's creative materials.

## PERSONAL SKILLS

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|---|------------------------------|
| • Adaptable and Team Player             | • Problem Solving and fixing |
| • Communication and Presentation Skills | • Discipline and Integrity   |


## HOBBIES AND INTERESTS

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|------------------------|--|
| • Athletics - Marathon | • Studying strategic and geo-politics issues |
| • Outdoor Sports       | • Motivation and Capability building         |

## Declaration

I, Vivek Bhardwaj, hereby declare that the information contained herein is true and correct to the best of my knowledge and belief.



Vivek Bhardwaj

Place: Ahmedabad