

SUNNY BAREJIA

SUMMARY

Seeking a career to utilize my knowledge and personal skills to gain a comprehensive understanding of a reputed organization, so as to take responsibility & contribute significantly Results-driven Key Account Manager combining cross-functional competencies in sales forecasting and analysis, sell-in and sell-thru strategies, design and production. Expertise includes creating brand awareness, analyzing data and implementing projects to positively impact organizational goals. Proficient in identifying challenging areas and achieving corrective measures. Recognized by executive management as a dependable leader that contributes as a team player, coach and develop colleagues and interface with professionals on all levels. Highly-motivated employee with desire to take on new challenges. Strong worth ethic, adaptability and exceptional interpersonal skills. Adept at working effectively unsupervised and quickly mastering new skills.

EXPERIENCE

Key Account Manager & Client Servicing, 01/2022 - Current
SRV Media Pvt. Ltd - Ahmedabad, Gujarat

- Handled end-to-end Education based clients for International & Domestic campaigns.
- Responsible for planning strategy for the campaigns & fulfilling client's requirement.
- Responsible for Client Handling and Customer Retention.
- Handled International geographies like Africa, Gulf, Europe, Asia, etc.
- Monitor competitor activity, and align the company's missions accordingly.
- Prepared milestone tracker & budget report to keep track of all the campaign activities.
- Developed and implemented key account plans to meet customer needs and increase company profitability.
- Identified new opportunities for growth within existing accounts, as well as potential new customers.
- Conducted meetings with clients to discuss their objectives, challenges, and strategies.



CONTACT

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SKILLS

- Digital Marketing
- Social Media Marketing
- Cross-Functional Collaboration
- Lead Generation
- Account Management
- Microsoft Office
- Sales Planning
- International Sales
- Strategy and Business Planning
- B2B Sales
- Account Planning and Territory Management
- Client Handling
- Customer Success
- Customer Retention and Acquisition
- Market Research

- Provided regular reports on account activity and performance metrics to stakeholders.

Proprietor/Business Co-Owner, 06/2018 - Current

Sunny Travels - Ahmedabad, Gujarat

- Responsible for end-to-end business strategy and growth of the company.
- Handled and managed customer relations and client onboarding thereby increasing the revenue base of the company.
- Cross-functional engagements within teams to increase collaboration.
- Monitor competitor activity, and align the company's mission accordingly.
- Achieved 2.5 x growth of the company in terms of revenue; Onboarded large customers for a company like - **Colgate Palmolive, Maruti Suzuki, Sika India, Transformer and rectifier, etc.**

Export Manager, 04/2020 - 05/2022

Davos Trimpex Pvt. Ltd - Ahmedabad, Gujarat

- Handled end-to-end export business of the company.
- Responsible for Client Handling, Documentation, Export Compliances, and Customer Onboarding.
- Handled Export of Ceramic Tiles in international geographies like Gulf, Europe, APAC, etc.
- Monitor competitor activity, and align the company's mission accordingly.
- Prepared Price list of all new product categories and updated customers dynamically on various types of tiles
- Developed strategies to identify and secure new international markets.
- Negotiated contracts with foreign suppliers, partners and customers.
- Collaborated with internal departments to ensure compliance with export regulations.
- Established relationships with overseas freight forwarders for efficient transportation of goods.

Store Manager, 01/2019 - 03/2020

Joshi Ceramic Bazaar Pvt. Ltd - Ahmedabad, Gujarat

- Responsible for the entire sales strategy for the Ceramic product portfolio.
- Managed customer onboarding, meeting targets, and acquiring new customers for the company.
- Successfully overachieved quarterly targets of sales for the company
- Conducted daily store operations, including opening and closing procedures and cash handling.
- Monitored inventory levels and placed orders to restock shelves.

- Developed strategies to maximize sales and profitability.
- Established customer service standards and monitored staff compliance.
- Recruited, trained and supervised new employees.
- Implemented efficient systems for tracking stock movement.
- Performed regular price checks to ensure competitive pricing.

Manager - Store and Operations, 02/2013 - 04/2018

BRITISH PETROLEUM (U.S.A) - Dawsonville, Georgia, USA

- Responsible for managing end-to-end operations of the store, thereby increasing customer footfall.
- Deliver excellent customer service and operation standards, in compliance with high HSSE (health, safety, security, environment) standards.
- Responsible for focusing on four main areas: people, customers, compliance, and store performance, thereby increasing the overall profitability of the store.
- Responsible for the store's day-to-day activities, such as staff recruitment, profit and loss, brand management, and inventory management.
- Managed daily store operations and staff of up to 25 employees.
- Created, monitored and adjusted schedules for store personnel.
- Analyzed sales data to develop targeted strategies for increasing revenue.
- Performed inventory control functions such as ordering, receiving, stocking and pricing merchandise.

Sales and Marketing Manager, 01/2011 - 01/2013

Perfume Industries - Perfume Galore - Georgia - Head Office/Store, USA

- Managed sales pipeline for the store and increase product penetration.
- Responsible for the entire sales strategy of different categories of Perfume.
- Showcase different perfume products to customers, thereby increasing sales for the company
- Developed and implemented sales strategies to target potential customers.
- Created and distributed promotional materials to increase brand awareness.
- Monitored customer satisfaction levels through surveys and feedback mechanisms.
- Coordinated with marketing team to create effective campaigns for products or services.
- Identified areas of improvement in the sales process and developed action plans accordingly.

- Maintained relationships with existing clients by ensuring their needs are met on time.
 - Managed a team of sales representatives by providing guidance, training, and support when needed.
 - Analyzed competitor activities in the market and identified opportunities for growth.
 - Conducted market research to understand customer needs and preferences.
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EDUCATION AND TRAINING

XII HSC, Commerce, 03/2010

M.K.Secondary And Higher Secondary Education Board -
Ahmedabad, Gujarat, India

X SSC, 03/2008

Gujarat Secondary And Higher Secondary Education Board

Some College (No Degree)

F. Y. B.Com - J.G. College Of Commerce

HOBBIES AND INTERESTS

- Playing Cricket
 - Traveling
 - Gaming - PlayStation
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LANGUAGES

Gujarati: First Language

Gujarati: C2
Proficient

Hindi: B2
Upper Intermediate

English: C1
Advanced

CERTIFICATIONS

- Google Ads Search Certification
- Google Ads Display Certification
- Google Ads Video Certification
- Google Analytics Certification
- Introduction To Data Studio