# ANAND KUMAR SINGH

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D-24, SUBASHISHN APPERTMENT PERNATIRTH DERASAR, SATELLITE, AHMEDABAD 380015

***Seeking Managerial level assignments in Business Development / Sales & Marketing with a growth oriented organization Management Consultant - Business Analyst New Business Development | Business Planning | Business Analytics | Marketing Strategy Creating Strategic Roadmaps | Managing Mission-Critical Projects | Building Profitable Alliances.***

***Professional Synopsis:-***

* A dynamic professional with **over 14+ years** of rich & extensive experience in Strategy Planning, Business Development, Sales & Marketing, Client Relationship Management and Team Management.
* ***Working with B.S.R. WEALTH CONSULTANT PVT.LTD .JhandeWalanExtn. As Senior Sales Manager.***
* ***Worked with TATA-AIG Life Insurance company Limited at Dwarka as Business Ass.(B.A) spearheading a sales team training them to understand the business of Life Insurance as well* &*earn good incentives as well as reward & recognition.***
* Expertise in managing retail banking operations entailing business development & cross-selling with key focus on top line profitability by ensuring optimal utilization of resources. .
* Track record of consistently achieving sales targets, building dynamic sales teams, identifying high-yielding services and products.

***Organisational Experience:-***

**Tenure Company Name Designation**

**01Dec. 2014 to15 April2021 MARKETING HEAD (INDIA) JMS ENTERPRISES™ AHMEDABAD GIJARAT.**

[**https://www.jmsenterprises.business**](https://www.jmsenterprises.business)

**05 March 2012 to 10 Nov 2014 SBDM (Senior Business Development Manager) at Zeitgeist Web Solutions Pvt Ltd. Ahmedabad** [www.zeitgeistweb.com](http://www.zeitgeistweb.com)

**03 Sept. 2011- 25th Feb.2012 ASM (Area Sales Manager) BIFER ELECTRONICS PVT LTD. LUCKNOW**

[**www.biferindia.com**](http://www.biferindia.com)

**20 Feb 09-10thMarch 2011 Senior Sales Manager (B.S.R. INVEST ‘N’ GROW) Jhande WalanExtn.**

[**www.investngrow.in**](http://www.investngrow.in)

**Oct’08 – Feb’09 B.A Manager (TATA-AIG Life Insurance company Limited, Dwarka)**

[**www.tataaig-life.com**](http://www.tataaig-life.com)

**Nov’06 – Oct’08Senior Sales Executive. CHOLAMANDALAM DBS FINANCE LTD.STPL&PL+**

[**www.choladbs.com**](http://www.choladbs.com)

**Sept’05– Oct’06 Senior Sales Officer Standard Chartered Bank (Finance Ltd,) (O.D.Account) N.D.**

[**www.standardchartedbank.co.in**](http://www.standardchartedbank.co.in)

**March03–April 05 Sales Executive TATA – Engineering (Marketing and Sales) Allahabad U.P.**

***PRODUCT MARKETING MANAGER***

*An Internet marketing manager, having a proven expertise in SEO/SEM with an excellent familiarity with various Internet resources, expresses a keen desire to learn/excel on Web Marketing for the benefit of the organization.*

**Core Competencies:**

* *Successful record and an in-depth knowledge of blogs, web analytics, SEO, SEM.*
* *Self-motivated, high level of creativity.*
* *Superior technological and computer skills.*
* *Excellent verbal, written and presentation abilities.*
* *Excellent organizational skills.*
* *Multi-tasking: Able to manage projects simultaneously and effectively*

*■****Professional Experience:***

***Internet Marketing Manager:***

*Planned new Internet marketing strategies – Provided leadership and guidance to search-engine marketers.*

* *Developed ways to significantly improve web content, create on-page and off-page optimization, website design and technical adaptation.*

**Selected Contributions:**

* *Ensured visitor-friendly UI of web resources.*
* *Researched interesting websites with unique content.*
* *Analyzed and reported web analytics performance – Gave relevant recommendations and advised adjustments.*
* *Developed and managed campaigns’ budgets and Internet marketing programs, including organic optimization, blog implementation, paid search marketing, and quality link-building efforts.*
* *Social network – Created and maintained social media profiles, such as: Facebook, LinkedIn and Twitter.*
* *Always kept up-to-date on increasing effective Internet popularity.*

***Selected Achievements:***

* *Significantly improved SEO (Search Engine Optimization) for web properties.*
* *Designed detailed feature content and specification documents to improve website authority and various online projects.*
* *Increased websites’ organic and referral traffic by 100%.*
* *Successfully improved websites’ performance and user engagement.*

Product Marketing Manager offers expertise in developing corporate and marketing strategies while conducting business with both national and international entities. Accomplished and well-known campaign leader and initiator of collaborative ventures, with excellent organizational skills gained through working in the product marketing field for more than 8 years.

**Key Strengths:**

* **Cross-functional team management experience.**
* **Heavy background in identifying market segments, potential markets trends and niches.**
* **Bilingual.**

**Objective – Looking to secure a position in the field of product marketing management at a reputed company wherein I can add value, and grow my professional career.**

Professional ***Experience***

***Senior Product Marketing Manager:-*** *Directed and supervised all activities related to ABC product management including: promotions, product documentations, launching, packaging and product campaign/advertising.*

* *Developed, directed and measured the execution of strategic annual/long-term marketing plans in order to meet and exceed sales and revenue commitments/goals.*
* *Led corporate staff to meet sales, training and business presentation targets and to maintain good interpersonal relations with customers and fellow colleagues.*

*Constructed work plans, established marketing strategy and conducted forecasts, budget management and control – all within set deadlines.*

***Core Skills & Competencies***

* *Motivated to listen, observe and learn.*
* *Laser-focused attention to detail.*
* *Excellent organizational skills.*
* *Extraordinary written and communication skills.*

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| **M/S BSR INVEST N GROW.**is an agency channel of Future General Life Insurance under IRDA act 1999 and in marketing of insurance products. There are few points which company adopting in this market:- |
| * **Financial Performance -** Finest Asset Quality, Consistent Profitability. Total 105 Lakh + business collection within short period. * **Finest Human Capital -** Talented Strength of 650+ Insurance Professionals. Planning for 50+ Branch Managers PAN India. * **Service Excellence -** 10 + Branches, Demonstrated Efficiency, Proven Creative Knowledge, Quality Training Program. * **Knowledge Banking -** Focus on Future Insurance Industries of India, Thoughtful Leadership. * **Future Planning -** 50+ Branches PAN India, 10 Crore + Business, Sustainability initiatives, General Insurance, Health Insurance, Real Estate, Stock Broking House, Food Retails, Agri Business & Micro Finance . |
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* ***Sales & Marketing / Business Development***
* Implementing competent strategies for boosting business with a view to penetrate new recruitment and expand existing ones for meeting pre-determined business objectives and targets.
* Initiating contact with potential customers for developing leads, telly sales & direct selling insurance products.
* Conducting product presentations & promotional activities for market development & brand visibility.
* ***Channel Management***
* Identifying and networking with financially strong and reliable agents/advisors resulting in deeper market penetration and improved market share.
* Evaluating performance & monitor channel partner related activities for deeper market penetration.
* Assisting the partners to meet their business targets and achieve profitable revenue.
* ***Team Management***
* Training leading & monitoring the performance of team members to ensure efficiency in process operations and meeting of individual & group targets.
* Creating and sustaining a dynamic environment to foster development opportunities and motivates high performance amongst Team members.

***Highlights***

***TATA-AIG Life Insurance company Limited***

* **Building Team by Recruiting Business Associates.**
* Helping Business Associates in Teambuilding, Training, Motivating, selecting people of various profiles.
* **Generating business and selling TATA AIG Life Insurance Policies**
* Business Generation for the Branch with Business Associates & there Insurance Advisors, Helping them in Generating references on day to day basis, selling & concentration on all type of Plans and policies (ULIP , Endowment And Health)
* **Achievements:** Achieving award among the fastest Recruiters of V-Serve.
* Teambuilding, Training &Recruitment, Working & Ending Sales with giving proper guidance, selecting People of various profiles.
* Handled a sales team of 20 FOS & imparted training to them to understand the business of Life Insurance & earn good incentives as well as Reward & Recognition.
* Execution of promotional activities to create awareness about the Policies and plans, putting canopy and Distributions of pamphlets to the right target.

***I T Skills***

**System Software & Application Software from NICE *EDUCATIONAL & WELFARE SOCIETY:*** MS-Windows.

MS-Word, MS- Exel, MS- Power-Point

Ms-Access, Front Page, DTP

Page Maker, Corel Draw12, PhotoShop 7.0

Tally 9.0, Visual Basic

C++, Visual FoxPro, Internet Etc

***IT Course –1Year’s*** *basic computer course* ***from Priyadarshini Multimedia.***

***Type Writing- in Hindi and*** *English from* ***NICE EDUCATIONAL & WELFARE SOCIETY***

***Qualifications***

**2002** B.Com from University Of Allahabad.

**1999** 10+2 from U.P.Board.

**1996** 10th from U.P.Board.

***Personal Details***

* Date of Birth : 30th March, 1982
* Hobbies : Playing Cricket, travelling & listening to music.
* Father’s Name :Sh. Yadu Nath Singh
* Marital Status :Married
* Gender : Male
* Nationality :Indian
* Languages known : English& Hindi.
* Strengths : Creativity, Innovativeness, Good at communication skills..
* Qualities : **Hard working, honest, active & willing to learn, Good at making relationship.**
* **PAN CARD NO : AYWPS2271F**
* **PASSPORT NO : N8561661**

***Personal Profile:***

***Linkedin:***HYPERLINK http://www.linkedin.com/profile/view?id=89288435&trk=nav\_responsive\_tab\_profile https://www.linkedin.com/in/anand-singh-66ba9b25/

***Twitter:*** [httpsHYPERLINK "https://twitter.com/anandsrajpoot"://twitter.com/anandsrajpoot](https://twitter.com/anandsrajpoot)

***Facebook:*** [***https://www.facebook.com/anand.singh.3557***](https://www.facebook.com/anand.singh.3557)

***Skype:* anand.singh373**

**Declaration:** I here by solemnly condemn that all the above information are true to the best of my knowledge.

**Place :**

**Date : (ANAND KUMAR SINGH)**