

**HARSHIL SHAH**

**Mobile: 09898323281**

E-Mail: harshil.matrix@gmail.com

Male, Married

DOB: 26th Sept 1989

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| **Snap shot** |

* A young and dynamic professional with MBA – Marketing
* A keen learner with fair understanding of various marketing and sales functions
* Core competency : analysis, observation and problem solving ability

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| **Work experience** |

**Duration:**

* **L'Oréal INDIA PVT. LTD. – Matrix (P.P.D.) (July 2013 to Till Date)**
* Working as a Field Sales Officer in professional product department
* Handling two areas for sales of matrix.
* Ahmedabad
* North gujarat
* Handling both primary and secondary for assigned territory
* Planning for monthly and quarterly sales and meeting target according to the plan
* Responsible for expansion of covered outlet and town
* To ensure the availability of companies products through distribution channel
* Implement the sales promotion and schemes effectively in market
* To check and analyse the documentation and stock at distributor point and implement all as per company norms (Areas – Ahmedabad, Ahmedabad Dist. , North Gujarat, Sabarkatha, Banaskatha )
* Reporting to ZSM of the company
* **KRA’s**
* Distribution & productivity
* Man Power management
* ROI of the distributors
* Repeat purchase and making pillars
* **ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.**

**(May 2012 to June 2013)**

* Worked as a Service Manager
* Retention of policies and Increase the AUM(asset under management) of the company
* Fund Management
* Handling and solving queries of the customer
* Wealth customer’s portfolio management
* Customer servicing management
* Establishing positive image of the company by providing investment returns and services
* Maintaining report and handling different aspect of the branch
* **KRA’s**
* Retention of policies
* Top up and portfolio management
* Maintaining branch expense and income flow

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| **Summer Internship / Corporate / NGO Projects** |

* **WROFIT WEB TECHNOLOGIES:**

**(March 2011 to Sep2011)**

* Website and Web Application Developer Company
* Marketing Executive
* B2B Selling
* **SONY INDIA PVT. LTD:**

**(Oct 2010 to Nov2010)**

* Worked as Brand Activator, wherein my responsibility was to co-ordinate between customers and the service centre
* **PRUDENT CORPORATE ADVISORY SERVICES PVT LTD:**

**(May 2010 to July 2010)**

* Professional services provider in the area of personal and corporate investments
* Handled the NRI Project of the Company and Completed Successfully

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| **Scholastic Record** |

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| **Qualification** | **Year** | **Institute** | **Subject** |
| **MBA + PGPM** | **2012** | **M.S.University, Tamilnadu** | **Marketing** |
| **B.Com** | **2010** | **H.L. College of Commerce** | **Account & Audit** |
| **H.S.C.** | **2007** | **K.G. Trivedi Sadhana Vinay Mandir** | **Commerce** |
| **S.S.C.** | **2005** | **K.G. Trivedi Sadhana Vinay Mandir** | **General** |

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| **Key skills** |
| * Communication * Observation and analysis * Adapting nature * Friendly , calm and patient |

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| **Co-curricular activities and achievements** |

* Completed **Diploma in Business Management and E-Commerce** from HLCPE
* Completed **NCC** training of **‘C’** certificate during graduation
* Got the CERTIFICATE OF APPRECIATION from PRUDENT CORPORATE PVT. LTD
* Won the trophy in inter class cricket tournament in the S.Y B.Com
* Member & participant of various religious activities and got the certificate for the same

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| **Hobbies and interests** |

* Playing out-door games, Making new friends , Watching movies
* Adventures, Listening to music