

CONTACT



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House no 51/104, shakkar patti,
lal phatak, kanpur, 208002

EDUCATION

Jun, 2011 to Jul, 2012

SENIOR SECONDARY

Gyan Bharti Inter College

Jun, 2012 to Jul, 2014

HIGHER SECONDARY

Gyan Bharti Inter College

Jul, 2015 to Jul, 2018

BACHELOR OF COMMERCE

Kanpur University

SKILLS

- Retail Sales
- Business Development
- Revenue Generation
- Product Awareness
- Negotiation Skills
- Collaboration Skills
- Business Acumen
- Flexibility And Adaptability
- B2B Sales

INTERESTS

- Listening Music
- Playing Cricket
- Exploring New Ideas

LANGUAGES

English

Hindi

VISHAL KASHYAP

BUSINESS DEVELOPMENT EXECUTIVE

Ambitious and self motivated resourceful individual with four years of professional experience and proven track record in implementing successful marketing strategies, business development, market research and competitor analysis and seeks a position of Marketing Associate at reputed company to maximize brand awareness and revenue through integrated marketing communications.

EXPERIENCE

Jul, 2020 to Nov, 2021

BUSINESS DEVELOPMENT EXECUTIVE

Lock The Deal

- Developed short-term and long-term sales objectives and strategic plans to meet market needs of electronic products like inverter batteries.
- Strategized and implemented successful approaches to revitalize underperforming product lines and create profit-generating enterprises.
- Achieved monthly goal of Blacs on monthly basis

Apr, 2019 to Apr, 2020

BUSINESS DEVELOPMENT EXECUTIVE

Udaan

1. Conducted in-depth research to monitor customer buying trends, market conditions and competitor actions to adjust strategies and achieve sales goals.
2. Contacted key accounts regularly and achieved high satisfaction scores by routinely re-assessing needs and resolving conflicts.
3. targeted prospects in other territories through careful research of competitor products, services and trends.
4. Analyzing latest marketing trends and tracking competitor's activities and providing valuables input for fine tuning sales and marketing strategies initiating market development efforts.
5. Achieved monthly target over six lakh in clothing category.

Mar, 2017 to Mar, 2019

BUSINESS DEVELOPMENT EXECUTIVE

Jivi Mobile

1. Delivered campaigns to solidify new client opportunities and generate new business in cellphones under distributor end.
2. Created strategic and tactical sales initiatives for forward planning to meet key objectives.

Jan, 2016 to Feb, 2017

BUSINESS DEVELOPMENT EXECUTIVE

Glen Home Appliances

1. Executed business development through effective and focused Merchandising Management
2. Significantly initiated Canter Activity for promotion & executed it well within given deadline for better result
3. Proactively organized and handled the client's grievance and applied initiative to immediately act upon issues to achieve a resolution.