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OBJECTIVE:

- Be a part of the organization which will provide a globally competitive Environment to work in & an opportunity where I can contribution towards the development & growth of the organization on a long – term basis.
- Add value to the organization by enhancing knowledge & skills.
- Building up careers to achieve horizontal & vertical growth in the organization.
- Do smart and sincere work with honesty & integrity and believe in perseverance as a path to success.

EXPERIENCE SUMMARY: (Total 20+ years)

- More than 20 years of experience in Real Estate Sales & Marketing, Brand & Business Development, building team & providing training to subordinates.
- Motivating the team to achieve the short- & long-term goals.
- Taking the challenge for the company to sustain & rise above the competition.
- Sincere contribution towards self as well as team.
- Developing cordial relationship with the customers & colleagues.
- Input the optimum effort to generate the maximum output for organization.

EXPERIENCE DETAILS:

Inspira Realty Pvt Ltd. (Industrial Zone) Maharashtra

(July 2024 to Till Date)

Role: Business Head Industrial & Commercial Sales).

Position: Sr. Level Responsibility

- Responsible for entire sales & marketing for 232-acres Industrial Business Park.
- Manages Industrial Park Project with over some operational SME & MSME from domestic and international segments and lead operations such as Pre and Post Sales, Marketing, Customer Management, Construction, Identification of new land acquisition, implements strategies and more...

Satya Developers Ltd.

Gurgaon and Indore (M.P.) (March 2021 to June 2024)

Role: General Manager (GM)

Position: Sr. Level Responsibility:

- Responsible for entire Sales & Marketing for Upcountry (ATL/BTL), development Channel partners at Pan India, generate maximum business through with them. Subordinate projects trainee, Sales & Marketing activity entire Pan India Basis.
 - Responsible for generating business through NRI's and HNI's in entire region as well as Pan India Basis.
 - Participate with corporate & also organized event at different locations at Pan India basis.
 - Developing marketing strategies and planning of sales for its implementation, create awareness and brand image in the market.
 - Developing customer base and building client relationships. Establish the brand in global market through events, Social Media activities, PR, participation in activities at maximum locations.
 - Conducting market research and analysis for effectiveness in marketing strategy.
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- Branding and promoting the projects as per the marketing plans of the company.
 - Identifying the target customers and building clients for the projects concerned.
 - Tie- ups with international Indian community society have to create a group of customers loyal to our properties.
 - Research the sector, market trends, customer attitudes, competitors and benchmarking best practices. Continue to develop and train in new technologies, social media and latest thinking at each segment/vertical level and at organization level.

- Craft strategies for all Marketing teams, including Digital, Advertising, Communications and Creative, Prepare and manage monthly, quarterly & annual budgets for Marketing activities.

Avinash Developers Pvt. Ltd.

Raipur (Dec'2015 to Feb 2021)

Role: Head of Upcountry (Marketing and Business Development)

Position: Sr. Level

Responsibility:

- Responsible for the entire Sales & Marketing plan for Upcountry (ATL/BTL), development Channel partners, generate maximum business through them. Subordinate projects trainee, Sales & Marketing activity entire zone.
- End to End execution of all the events in the Upcountry markets, Coordination with the creative agency to roll out Upcountry market specific creative.
- To design innovative Marketing Strategies and implement them accordingly, social media activities, Managing collateral requirements from the sales team, Timely processing of PR/PoS for vendor payments
- Conducting market review / studies and analyzing competitors' activities thereby devising strategies to counter them.
- Ensuring good PR relations with media for brand building, Lead the thinking on overall strategy, business model, consumer initiatives, brand planning, and budget management across the various geographies & categories. Lead the innovation & launch agenda across brands and segments as well as future hunting grounds.
- To manage the entire sales operations of multiple Group housing Projects through Channel Partners & Direct Sales.
- To communicate new project opportunities to existing and potential clients and maintain relationships with customers to achieve repeat/ referral business.
- To identify and develop new streams for revenue growth.
- To drive sales initiatives and achieving desired targets with overall responsibility and exploring marketing avenues to build consumer preference & drive volumes.
- To monitor the progress of sales, operations, projection sales and revenue targets.
- To provide leadership/ guidance to the Sales Team for the achievement of sales and collection targets
- Manage Events & Conferences, Build and maintain healthy business relations with major accounts including corporate clients, institutional clients, etc.
- Manage the brand communication mix and handle the ATL/BTL promotional activities for the segment.
- Develop annual and project specific brand promotion plans and handle participation at various events.
- Responsible for Sales luxury residential properties of maximize revenue generation and lead closures.
- Responsible for generating business through the NRI's and HNI's in entire region.

Teerth Realties Pvt. Ltd.

Baner, Pune (Jan'2014 to Nov'2015)

Role: Sr. Manager (Marketing & Business Development)

Position: Sr. Level

Responsibility:

- Handling Channel Sales & Corporate (Marketing) tie-up activity to generate maximum business for residential projects.
- Marketing (ATL/BTL) and Brand strategy and execution of plans for the existing services. Consulting on new product/service opportunities, demand generation and customer needs and insights
- Enable business growth by developing and managing channels of brokers and associates.
- Motivate the Team Members & support in Sales Target. Also support grooming & upkeep of Team Members.
- Prepare annual Marketing budgets as per business plans periodically.
- Discuss scope of work and project details of the brand with site project management team to prepare full report to expedite the ongoing work.

- Conducting competitor analysis by keeping a close view of market trends. Keeping abreast of market trends to obtain intelligence reports regarding competition and facilitating the formulation of strategies to counter competition.
- Closing deals with clients and ensuring after sales services are carried off properly.
- Developing pre-launch and after sales strategies and processes to maintain cordial relations with clients. Work Redressing client's grievances and complaints.
- Work closely with the marketing team in designing the various campaigns, ATL/BTL activities, social media activities and providing required support.
- Responsible for generating maximum business through the NRI's and HNI's in the entire region.

SOHAR Port & Free zone SIPC, Oman
(Special Economic Zone - SEZ) (Mumbai & Oman)
 Marketing Manager/Commercial Manager
Position: Senior Level
Responsibility:

Promoted by SKIL Infrastructure Ltd.
 (Aug'2011 to Dec'2013) **Role:**

- As Marketing Manager/Commercial Manager, to develop a detailed Sales & Marketing strategy for attracting cargo flows in and out of the Freezone & Port that maximizes the Company's income in the short and long term.
- Establish and maintain relationships and attend regular meetings with current and future clients for Freezone, including but not limited to shipping agents, shipping lines and cargo owners for Port.
- Understanding the needs and requirements of current and potential customers.
- Liaise and develop relationships with all internal corporate contacts (OPS, technical, finance, HSSE) to ensure that correct agreements are made with customers and a proper service is offered by the Company accordingly.
- Inform the Commercial Manager on all activities by creating meeting reports, presentations, proposals and plans and providing regular updates.
- Assist with the preparation of contractual agreements and ensure that these are fully adhered to.
- Keep track of all Freezone & Port related commercial activities. Collect data and create databases for further analysis and follow up.
- Assist in the organization of promotional events; Make sure that invoices are sent out according to agreements made.
- Liaise with the finance department and follow up on all payables and receivables.
- Coordinate between the various departments to ensure smooth operations for each contract prior and during the operation.
- Maintain update files for every client and operation.
- Perform regular travels within Oman and abroad.
- Perform out of normal working hours on an occasional basis when required.
- Maintain positive relationships with customers, contractors, suppliers and other employees.
- Promote job site safety, encourage safe work practices and rectify job site hazards immediately.
- To undertake any reasonable duties at the request of the Commercial Manager.
- Responsible for all Marketing activity (**SEZ Marketing**) for Pan India as well as GCC. Implement ATL & BTL strategy for different locations.
- Briefing the advertising agencies- on Print Campaigns, In-shop Branding and Catalogues, To Carry out competitive analysis and provide input in the process of Branding of the organization in a cost-effective manner.
- Creating Brand awareness and strategic planning of **SEZ project** by name "**Freezone Sohar**" in Indian market.
- Training and supporting the business development team on approaching the prospect and closing the deal.
- Coordinating with external agencies like Press, Advertising agencies, Event Management agencies etc.

ELA Group of Industries (Madang, PNG, Near Australia) (Aug'2009 to June'2011)
Role: Marketing Manager Position:
Senior Level Responsibility:

- Responsible for drawing an action plan for Marketing (ATL/BTL) & Sales, short term and long-

term Marketing Planning & scheduling individual/team assignments to achieve goals, Evaluate performance & monitor Sales and Marketing activities.

- Evaluate the financial aspects of product development, such as budgets, expenditures, research and development appropriations, and return-on-investment and profit-loss projections.
- Planning and execution of new store launches Conducting varied themed activities in the malls and also associating with those initiated by them Exploring and devising partnership opportunities with merchandisers for various co-marketing activities End-to-end planning and execution of in-store events to drive healthy & consistent footfalls to the stores Handling the Annual phasing & utilization of the Marketing Budgets.
- Assist to build the brand across the given Zones. Exploring new markets, managing sales operations independently. Identify and evaluate buyers to achieve the sales targets.
- Establishing distribution networks and achieving desired goals by managing a team of professionals. Exploring new markets, managing sales operations independently.
- Manage the sales and marketing operations and accountable for top line and bottom-line growth. Define and implement strategies. Market intelligence and business planning for Develop and sustain the existing network.
- Training & development. Improve training to new recruits and create awareness of new projects.
- Responsible for sourcing and purchasing trade goods, Hardware, Stationery and Emporium items for the Company's retail outlets. Create a Brand for the property, also monitoring & positioning for Marketing/Branding as well as Sales for the company.
- Briefing the advertising agencies- on Print Campaigns, In-shop Branding and Catalogues. Define Project plan and coordinate the process across the assigned project team members.
- Also responsible for Managing and directing office, accounts and workshop staff for daily routine work and follow up reports from Accounts Receivable and Payable clerks in order to maintain the Company's cash flow.
- Ensure monthly stock taking of the Company's retail outlets and warehouse, jobs site, maintain accuracy and report to the General Manager and the Managing Director.
- Coordination with Marketing Agencies, carry out Sales promotion and Advertising (ATL &BTL) for Retail Division, clearing stock and boosting sales.
- Procurement of goods and services from local and overseas markets. Maintaining accurate pricing and coding of goods.
- Ensure the company continues to comply with the requirements of the relevant regulatory authorities in Papua New Guinea.
- Understand customer needs on "New Designs" and other market developments, and report to management.
- Understand repair requirements of customers, record, co-ordinate with workshop, and ensure delivery back to customer. Resolve customer complaints, and escalate to Area Supervisor, when necessary.
- Achieve the sales target for the outlet & job site with the right mix of products, and Brands. Taking care of Marketing & Sales.

Supervise the working of the outlets' staff, in terms of productivity, customer handling, communication, team participation, and taking corrective actions as required.

Pratham Group of Industries. (Real Estate) Vadodara (May'2006 to Jul'2009)

Role: Manager- Marketing & Sales.

Position: Middle level Responsibility:

- Responsible for supervision & co-ordination of activities related to Sales & Marketing of Realty products for the Group.
- Strategic Planning & Execution of Marketing/Branding& Media Strategies, Overseeing the complete Marketing (ATL & BTL) & Sales Operations.
- Monitoring Market Trends, Sales Team Building & Training.
- Monitor for all sales activity as well as documents, administration, Customer credit control for sales at the site.
- Lead sales team & motivate team achieved sales target for the site. Training & development. Improve training to new recruits and create awareness of new projects.

- Co-ordinate relationship with corporate groups, Channel Partners & NRI.
- Responsible for all the Corporate Sales, Retail sales & Institutional Sales, Market surveys gathering customer response and satisfaction.
- Recruiting and training new Sales Executives motivates us to achieve sales targets.
- Responsible for all the Corporate Sales, Channel sales & International Sales, within Area.
- Deliver marketing activity within the agreed budget.

ICICI BANK Ltd.

(April'05 to Oct'2005)

Role: Financial Consultant (summer trainees & DST work)

Marketing & Business development & Customer Relationship Management

Responsibility:

- Selling & marketing all types of investment products including “Mutual Fund,
- Lombard General Insurance, Pru Life Insurance, IPO’s, Bonds, Gold Coin.
- Handling portfolio of retail clients.
- Recruiting and trained new sales executives.
- Responsible for all the Corporate Sales, Institutional Sales, and Retail Sales within branch.

MY USP:

- Very good health & Physique. I can work longer hours.
- Extremely positive attitude. I feel no goal is unachievable.
- Good interpersonal skills. Courage of conviction.
- Highly ambitious & want to be an achiever in life.
- I am skilled in dealing with all kinds of customers. Patience, perseverance & prudent.

EDUCATION QUALIFICATION:

- MBA/PGDBM with dual specialization of **Marketing & Retail Management** in year 2006, From Premier B-School –“**International School of Business & Media**”, (**ISB&M, Kolkata**).
- Graduated in Social Science and Public Administration in 2004, From U.P.R.T.O.University of Allahabad.
- Higher Secondary Exam with Science/ Biology in the year 1995, From M.M.I.C. Allahabad.
- Secondary Exam with Science in the year 1993, From M.M.I.C.Allahabad.

PROFESSIONAL QUALIFICATION:

- Financial Times (FT) Knowledge certified from **New York**.
- “O” Level Diploma in Computer Application.

AWARDS & ACHIEVEMENTS:

- Best performance as FC in ICICI Bank, Howrah branch, Kolkata.
- Best performance as IC in Bajaj Allianz, Howrah branch.
- Best performance as Sales Executive, in Shivam Enterprise Allahabad.
(Associated with Shivam Enterprise more than 2years as Sales Executive)

COMPUTER SKILL:

- Microsoft Office
- Internet Proficiency
- “O” Level Diploma from IT Dept. Govt. of India.