**MUNISH KUMAR SHARMA**

House No.46 Ward No.9

Near Kotwali Tanakpur Champawat,

Uttrakhand-262309

**Phone:** +91 9760428785

**Email:** 0munish.sharma@gmail.com

**Date of Birth:** 23rd January, 1986



**Respected Sir/ Ma’am,**

I am submitting herewith my resume for your perusal and consideration for the post of  **Assistant Sales Manager** in your organization.

To describe myself in a nutshell, I am systematic, organized and hardworking individual with **MBA (Marketing) from Indian Institute of Planning & Management, Dehradun;** determined to carve a niche in the industry. I also possess the ability to analyze and understand **Business requirements, Customer-value maximization, Developing new business processes and Revenue streams** along with the **clear understanding of Marketing, Market Research, Channel Management, Customer Relationship Management, Competitor Analysis, Brand Management, Product Promotion etc.**

My basic objective is to hone in my skills for comprehensive personality development and be an epitome of trust and reliability in the industry. My prime goal is to understand professional environment and capitalize on opportunities.

I'd appreciate the chance to meet with you in person to discuss as to how I could be a vital part of your organization.

Thanking you,

Yours Sincerely

**Munish Kumar Sharma**

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**Phone:** +91 9760428785;

**Email:** [MUNISH231986@rediffmail.com](mailto:MUNISH231986@rediffmail.com) 0munish.sharma@gmail.com;

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**ASPIRING MARKETING PROFESSIONAL**

Seeking a challenging & rewarding opportunity with an organization of repute which recognizes and utilizes my true potential while nurturing my analytical and technical skills in the field of marketing and sales.



Dedicated & hardworking individual with **MBA (Marketing) from Indian Institute of Planning & Management, Dehradun;** determined to carve a niche in the industry. Possess knowledge of **Marketing, Market Research, Channel Management, Customer Relationship Management, Competitor Analysis, Brand Management, Product Promotion etc.** Ability to build strategy for **new product launch, product positioning and brand management** by developing and leveraging strong relationships with key decision makers. Worked on academic project **“Survey on the Department allocation process using Girish Keirsey placement sorter & Creatrix Inventory”** as part of the curriculum. **Excellent Relationship Management skills,** articulate, combine strong business acumen with the ability to conceive profitable and efficient solutions utilizing technology.

**EDUCATIONAL CREDENTIALS**



**MBA (Marketing), 2013** Indian Institute of Planning & Management, Dehradun **71.59%;**

**B.Sc., 2008** Bareilly College, M.J.P.Rohilkhand University; **58%**

**Intermediate, 2004** R.H.G.I.C. Tanakpur, Uttrakhand Board; **58.20%**

**Matriculation, 2001** R.H.G.I.C. Tanakpur, Uttrakhand Board; **53.50%**

**COMPUTER PROFICIENCY**

MS-Office, MS-Windows XP/7 and Internet Applications

**SUMMER INTERNSHIP**

|  |  |
| --- | --- |
| Title | Department Allocation Process |
| Organization | Bharat Heavy Electricals Limited. Haridwar |
| Role | Vocational Trainee |
| Duration | 45 Days |

**PROJECT UNDERTAKEN**

“Survey on the Department allocation process using Girish Keirsey placement sorter & Creatrix Inventory”.

**PROFESSIONAL EXPERIENCE**



**Sales Executive – Office of Membership Sales & Community Initiatives from 09/06/2008 to 09/07/2011**

**Employers: World Integrity Center India Dehradun (SN Group)**

* To work as a catalyst in bringing ability to identify sponsors and other fund raising for socio-cultural events.
* Networking with Members especially from individuals, small and medium enterprises.
* To reinforce center's commitment to society & its members.
* To provide up-to-date information and data to Center for memberships.
* To create awareness and support center's events on environment, music, art, cinema, Entrepreneurship & culture.
* To identify and address the special needs of members to make center more competitive through Individual, Family & Corporate Memberships.
* To promote campaigns for seminars / programs for members & public outreach.
* To work for improving physical/social infrastructure by events.
* Ability to increate & manage promotions to increase foot falls in events.
* To identify and generate revenue by membership development & campaigns.

**Assistant Sales Manager – Office of Membership Sales & Community Initiatives from 05/07/2013 to February 2017**

**Employers: World Integrity Center India Dehradun (SN Group)**

* Develops and ensures that established procedures for processing prospective members' applications are consistently followed.
* Plans and implements strategies to meet club membership goals.
* Processes all requests for and transfers of membership to the accounting department.
* Assists prospective members in fulfilling application requirements.
* Conducts tours for prospective members.
* Conducts orientation program for new members.
* Promotes club activities using table tents, newsletters, direct mail flyers, notices on the club website and other means.
* Coordinates with the Event Manager the updating of the club's master calendar.
* Holds prospective member functions.
* Calls and requests active members to make personal referrals and to assist with recruitment efforts.
* Processes member resignations to the accounting department; develops reports and undertakes special projects as applicable if memberhsip retention problems arise.
* Determines markets to be canvassed for qualified individuals and completes and maintains perpetual member invitee roster.
* Assesses the need for and makes recommendations regarding membership classifications to help ensure that the need of ever-changing markets is met.
* Personally meets each club member and instills confidence that the club is operated in the best interests of the memberhsip.
* Serves on applicable club committees to assure members' interests are consistently addressed.
* Follows-up on telemarking efforts, member referrals, leads from staff, catering contacts, newspaper articles, lists, publications, etc.
* Organizes production of membership kits for sales calls, "blitzes" and direct mail activities including all social media outlets for increased exposure.
* Researches the need for ongoing sales promotions regarding demographics, market segmentation data, etc.
* Tracks the success and overall performance of all membership activities.
* Coordinates development of the social activities and social calendar for the club.
* Maintains a file of club history information.
* Provides sales and other applicable training for staff members.
* Coordinates all club public relations efforts, members' newsletters, new and media events, use of social media, and club promotional materials.
* Conducts annual club survey on memberhsip dues, equity, practices and fees.
* Attends management and staff meetings.
* Effectively responds to member comments in accordance with club standards, policies and rules; uses ideas, feedback and suggestions to continuously improve the services provided to members.
* Develops and adheres to a departmental budget; after approval, monitors and takes corrective action as necessary to help assure that budget goals are attained.
* Reports approved new members to the accounting department to initiate proper administration of their memberships; ensure that applications are completely and properly filled out and those new members understand the privileges and costs of becoming a member.
* Provides notices and agenda for an invites and maintains minutes of the club's memberhsip committee.
* Maintains club's member bulletin boards.
* Works with the Food Beverage Department as needed to coordinate special member events.
* Takes photographs of members and club officers at social events.
* Surveys other clubs for information useful in setting and revising club membership policies.
* Oversees the administration of all membership rules and regulations to ensure consistency in interpretation and application; updates club rules and regulations and keeps members informed of changes.
* Responsible for all correspondence to members regarding rules infractions.
* Responsible for maintaining confidentiality of all member information.
* Is present during club operating hours and events to assist in meeting and greeting members and guests.
* Completes other appropriate assignments made by the General Manager.

**Assistant Sales Manager –Employers: (Radisson Blu Hotel Metropolis Rudrapur)**

**06 March 2017 to Present**

Participates in the development and implementation of business strategies for the hotel which are aligned with Radisson Blu’s overall mission, vision values and strategies

* Develops and implements strategies for achieving individual sales goals

Achieves market share and revenue goals by working with the Director of Sales and Marketing on individual and team goals within assigned market segments

* Develops data and recommends programs to meet clients' needs
* Prepares proposals and contracts that are geared to maximize profit while satisfying client needs
* Solicits files on a timely basis to confirm business
* Uses outside sales calls, prospecting, hotels tours and hosting of clients to solicit new business
* Contacts in-house customers to retain and grow existing business, repeat bookings or referrals to other Carlson Hotels
* Reviews individual and team goals on a weekly basis; recommends and takes appropriate actions to achieve objectives in key result areas
* Ensure all materials used are in accordance with brand standards

Maintains proper flow of information to sales team, reviews sales work file of assigned accounts

* Communicates clients' requests to all departments in an effective and timely manner
* Insures maximum occupancy on a daily basis by performing follow-ups on progress of groups booked with events services team
* Assists with the completion of monthly booking report(s)
* Prepares reports as necessary to improve management decision making and critical evaluation of work activities

Creates 100% guest satisfaction by providing the Radisson Blu experience through performance that demonstrates the standards of, genuine hospitality and exceeding guest expectations

* Gives personal attention, takes personal responsibility and uses teamwork when providing guest service
* Listens, apologizes with empathy, finds a solution and follows through when resolving guest problems
* Provides Yes I Can! genuine hospitality and teamwork on an ongoing basis
* Assumes the responsibility to notice when the guest is not satisfied and uses their best judgment as to when it is appropriate to use the 100% Guest Satisfaction
* Performs other duties required to provide the service brand behavior and genuine hospitality

**EXTRA CURRICULAR ACCOLADES**

* Awarded Certificate of Merit NIIT Marketing Campaign (BJS).
* Coordinator of Amaze & SACK activity at College.
* Selected as the Best Cadet of National Social Scheme in 12th Standard.
* Coordinator of Food Court Activity at College.
* Credential of receiving several prizes for extra-curricular activities.

**Hobbies:** Meeting with New People, Playing Cricket and Listening to Music

**Passport Number:** H6031621

**References:**

**Date: 1/9/2021**

**Place: Rudrapur (MUNISH KUMAR SHARMA)**