**Harsimran Singh**

**Contact No. : +91-9041569244 E-mail : harsimran.com@gmail.com**

**Consummate professional seeking in management position in marketing operations / Business development with leading organization**

**Profile Summary**

**A Competent professional with over 6 year of experience in :**

*~ Marketing Operations ~ Business Development ~ Training & Development*

*~ Recruitment ~ Brand Management ~ Event Management*

*~ Channel Management ~ Key Accounting Management ~ P&L Accountability*

1. **Hands-on-experience in charting out marketing strategies and contributing towards enhancing business volumes & growth and achieving portability norms**
2. **Skilled in handing pricing strategies, competitor & market analysis, new product roll-up & targeted marketing**
3. **Expertise in managing development & implementation of promotions plans and handling communication for brands including all above the line and below the line activities**
4. **An effective communicator & team leader with strong analytical, problem solving & organizational abilities**

**Areas of Expertise**

1. **Managing marketing function like product planning & roadmaps, consultation and business development as well as handling the pre-analysis data and post analysis of product launch**
2. **Supervising the performance of dealer / sub-dealers with key emphasis on achieving revenue targets**
3. **Developing marketing strategies to build consumer preference and drive volumes, evaluating marketing budgets periodically including manpower planning initiatives and ensuring adherence to planned to expenses**
4. **Conducting competitor analysis by keeping the abreast of trends and competitor moves to achieve market share metrics**
5. **Conceptualizing and executing sales promotion schemes to increase brand visibility, thereby preparing management level reporting on the brand’s performance, needs and forecasts**
6. **Monitoring new product launch results and recommending action for addressing any forecasted variances to volume budget, on a monthly basis**

**Organizational Experience**

**2009-2012 :** HCL Technologies Limited

1. ***Worked as customer care executive***

*** Brand promotion***

*** Dealing & marketing***

*** Hardware, Software & Networking experience***

**2012-2015 : Hero Moto Corp.**

1. ***Worked as Showroom Manager***

*** Manage the communication between dealers, sub-dealers & area offices team***

*** Overview & report the monthly sale target***

*** Stock management***

*** Organise events & participate***

*** Technological knowledge***

*** Staffing***

*** Recruitment and Selection***

*** Training and Development***

*** Direct and Supervise***

*** Attend formal meetings of organization***

*** Financial management***

**Academic Details**

 Senior Secondary from PSEB ( Punjab School Educational Board )

 B.C.A. ( Bachelor of Computer Applications ) from GJU (Hissar)

**Others :**

 1 year course of Tally & Book Keeping From Zed CA.

 6 month course of C language

**Computer Skills**

o MS Office (Excel, Word, Power Point, Access & Outlook )

o HTML, DHTML

o Tally , Busy & Fox-Pro

o Digital Accounting

o C Language

o MS-DOS

o Internet

o Technical applications

**Personal Details**

**Date of Birth :** January 24,1994

**Father’s Name :** Jasbir Singh

**Address :** Pahari Gate , Batala, Distt. Gurdaspur, Punjab -143505

**Languages Known :** English, Punjabi, Hindi