

**Amit Kumar**  
Mobile:+91-9716760174  
E-mail:amit4uloud@gmail.com



Seeking assignments in **B2B Sales & Marketing / Business Development / Client Relationship Management** with an organization of high repute.

#### PROFILE SUMMARY

- A focussed and result oriented professional with **over 12 years** of experience in:

**Sales & Marketing  
Business Development**

**Team Management  
Client Servicing**

**International Business Operations  
Liaison & Coordination**

- Deft in developing & devising sales & marketing strategies aimed at generating sales and enhancing market coverage.
- Skilled in charting out sales plans and contributing towards enhancing business volumes & growth.
- Expertise in Corporate Sales of Valves through HVAC Consultants and Contractors.
- Hands-on experience in exceeding targeted sales goals, developing profitable & productive business relationships and building an extensive client base; capable of accomplishing multi-fold revenue increase.
- Competent in identifying target audiences, planning marketing activities to achieve brand awareness and carrying out promotions to ensure product visibility.
- An effective communicator with exceptional analytical, technical, negotiation and client relationship management skills with the ability to relate to people at any level of business and management.

#### CORE COMPETENCIES

##### Business Development:

- Implementing competent strategies for boosting business with a view to penetrate new accounts and expand existing ones for meeting pre-determined business objectives & targets.
- Directing marketing functions to identify, develop & expand new potential market & customers for products / services.

##### Sales & Marketing:

- Carrying out sales & marketing activities / functions for increasing sales growth and overseeing competent business strategies to achieve pre-set sales & profit targets.
- Analysing latest marketing trends, developing business plans and identifying new business avenues.

##### Client Relationship Management:

- Maximizing customer satisfaction level by providing on-time delivery, monitoring complaints and providing efficient services.
- Handling customer grievances and resolving customers issues for customer retention.

#### ORGANISATIONAL EXPERIENCE

Since March'18 to Till Now Webinventiv Pvt Ltd.,Noida,Sr. BDM

##### Role:

- Leading a team of BDE,Email marketing & digital marketing for B2B international IT sales.
- Dealing with Indian & international client (United state and United kingdom) for IT services.We provide services to Indian & global client(United States and United Kingdom) related to software & digital marketing.

Jan'12 to Feb'18 Technoflow HVAC Industry Pvt. Ltd., New Delhi as ASM (Asst. Manager Sales).

##### Role:

- Guiding & motivating a team dealing in Inventory & Corporate Sales of Valves through HVAC Consultants and Contractors.

##### Key Project:

Title: Air System:Marketing and Promotion.

Team: 4 members.

Overview: It was client base project.Through market research and analysis we set scope,goals and deliverable for the project.Our team,together generated lead and establish marketing strategies.We have to be in field for product description & presentation.If client was set,we use to display our product analysis & sevicies.Gradually,we developed,scheduled and tracked processes for the client and project management.Recommended report content and recent trend to the investors and company related.

**Role:**

- Managing complete project in given budget and scheduled time.
- Creating report and maintaining effective communication with team members and external stakeholders.
- Participating in meeting with the client and provided direction for the project development.

**Dec'10 to Dec'11                      Jeevansathi.com, Noida as Client Relation.**

**Role:**

- Interacted with clients from various industries and dealt with HNI / NRI customers.
- Communicated with clients from various sectors & communities.

**IMPLANT TRAINING**

Title:                                      Embedded Systems.  
Organization:                      Pantasoft Technologies Limited, Chennai.  
Duration:                              2 weeks.

**Key Project:**

Title:                                      Local Interconnect Network.  
Team:                                      2 members.  
Hardware:                              PIC Microcontroller, Serial Port, LIN, PC Capacitors, NPN Transistors.  
Software:                              Microcontroller Program Code, Visual Basic Code.  
Overview:                              The project is based on Internal Communication System of an Automobile. Currently CAN (Controller Area Network) Protocol is used for this purpose which is highly expensive. The aim is to design a Protocol LIN (Local Interconnect Network) which is a low cost Automobile Network, however it is very simple in error handling and has decent operating speed with all the specified functionalities.

**EDUCATION**

2010                                      Post Graduate Program in Marketing & International Business from IBA (Indian Business Academy) , Grt. Noida.  
2007                                      Bachelor of Engineering in Electronics from Sathyabama University, Chennai (TN) with Distinction, 80% Marks.

**IT SKILLS**

- Proficient in C,C++,Java,MS (Office, Excel & PowerPoint) and Internet Applications.

**EXTRAMURAL ENGAGEMENTS**

- Actively coordinated cultural event in B.E. stream.
- Served as a member of Taru Mitra as campaign to encourage planting.

**PERSONAL DETAILS**

Date of Birth:                              4<sup>th</sup> February, 1985.  
Contact Address:                      D-1749, Galaxy North Avenue 2, Gaur City 2, Noida Extention, India, Pin-201301.  
Permanent Address:                      Finance Dept. Colony, Khajpura, Patna, India, Pin-800014.  
Languages Known:                      Hindi & English.  
Location Preference:                      Delhi & NCR.  
Passport Number:                      G4561442.

**END.**