

# Abhinav Agarwal

Assistant Manager | Greenlam Industries Limited

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## Academic Summary

PGDM in Marketing   Fortune Institute of International Business   <b>8.5 CGPA</b>	2023
BA (Hons) English [CBCS]   Rajdhani College, University of Delhi   <b>7.6 CGPA</b>	2020
Class 12th (CBSE) – Commerce   Delhi International School, Dwarka   <b>92%</b>	2017
Class 10th (CBSE)   Delhi International School, Dwarka   <b>10 CGPA</b>	2015

## Professional Summary

A data analyst with expertise in sales strategy, market analysis, and process automation. Skilled in data insights, product launches, and supporting strategic decisions. Proven ability to enhance sales performance, develop regional strategies, and lead cross-functional teams to optimize outcomes.

## Academic Awards

Gold Medalist in Academic excellence	2023	Academic Topper in Entrepreneurship	2017
Academic Topper, Marketing in PGDM	2023	Academic Topper in English Subject	2017
Silver Medal President’s Honour (PGDM)	2023	Four times “Star Student of the Month”	2017
Bronze Medal for All-rounder in PGDM	2022	Batch Topper - 10 CGPA in Class 10th	2015
Academic Topper in UG College, DU	2020	Bronze Medallist – Olympiad, Class 9th	2014

## Key Skills & Tools

✓ Data cleaning and Data mining	✓ Dashboard Creation (Tableau)
✓ Data Analysis & Visualization	✓ Effective Communication
✓ Sales Strategy & Promotions	✓ Report Automation (Excel)
✓ Power BI	✓ Budgeting & Forecasting
✓ MySQL	✓ Analytical Thinking

## Work Experience

### Greenlam Industries Limited | July 2023 - Present

#### Assistant Manager | Greenlam Laminates and Allied

- Reported directly to the Country Sales Head and worked closely with the key promoters of the company, participating in AOP Meets and Strategic decision meets.
- Provided in-depth analysis of Satin Finish Laminates sales data, delivering insights to senior management that informed key decisions and optimized performance.
- Created population mapping for the particle board (new product) launch, using regional data to support market expansion strategies and product positioning.
- Led analysis of key promotional campaigns, measuring their impact on sales performance and providing actionable insights for future improvements.
- Designed and presented incentive policies to sales teams, conducting training sessions to ensure understanding and alignment across regions.
- Independently developed annual sales budgets based on historical performance, aligning regional forecasts with company sales goals and market potential.
- Automated daily primary report generation, reducing manual efforts and improving accuracy and timeliness for management reporting.
- Contributed to CFT projects aimed at improving operational efficiency, tracking progress and offering data-driven recommendations.
- Identified product demand and competitor differences in each region, providing recommendations to improve sales strategies and positioning.
- Presented insights from key territories such as Delhi, Dehradun, Ludhiana, and Hyderabad, gathered through on-site visits and market analysis.
- Shadowed sales executives in multiple regions, gathering information on market trends, product positioning, and competitor strategies.
- Communicated with architects, contractors, dealers, and distributors to understand market needs and deliver feedback to the sales team.
- Analyzed customer behavior and sales dynamics for laminate products across various markets, identifying key regional preferences.
- Compiled and summarized market insights, supporting regional strategy development and enhancing overall sales execution.
- Visited various regional markets across India, including Dehradun, Ludhiana, Bhatinda, Patiala, Chandigarh, Gwalior, Hisar, Sonipat, Panipat, and Hyderabad.

## Internship Experience

### Edmentor Education Services PVT LTD | 3 Months

#### Zonal Manager (West Delhi) | April’23 – June’23

- Persuaded 150 undergraduate students to join as associates, for promoting the firm's offerings and services.
- Oversaw and managed a team of 150 associates, ensuring smooth operations and optimal productivity.
- Generated 700 pre-sales leads, providing valuable prospects for the Sales department to nurture.
- Persuasively engaged with 6 schools and 4 tuition centres, securing collaborative partnerships.
- Generated 32 high-quality leads and handed over to the Sales Team for further cultivation.
- Negotiated and finalized business deals with new tuition owners and teachers.

### Anugraha India – Non-governmental Organisation | 1 Month

#### Social Awareness Builder | January’23 – February’23

- Conducted an informative 1-hour seminar for senior citizens, providing strategies for investment planning to 300 participants.
- Raised awareness about retirement planning among senior citizens, preparing them for financial future.
- Persuasively engaged with youth, advocating for early SIP and its merits for long-term financial stability.