

Ashutosh Bhardwaj

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Dynamic Sales and Marketing Professional targeting to leverage expertise in driving revenue growth and enhancing brand presence across Delhi NCR, Bihar, Jharkhand & Bangalore. Skilled at developing strategic marketing campaigns, spearheading lead generation efforts, and optimizing sales processes in both service & product sectors.

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CORE COMPETENCIES

- Lead Generation
- Sales Strategy
- Client Redemption
- Revenue Growth
- Sales Forecasting
- Customer Relationship Management
- Market Research & Penetration
- Inside sales
- Digital Marketing
- SEO (Search Engine Optimization)
- Product Positioning
- Customer Segmentation
- Promotional Strategies
- Marketing Strategy

EDUCATION

- MBA in Marketing & HR, UPTU University, Lucknow, 2016
- BBA, CCSU University, Meerut, 2014

SOFT SKILLS

- Communication
- Negotiation
- Problem-Solving
- Emotional Intelligence
- Adaptability

PREVIOUS WORK EXPERIENCE

- Senior Sales Manager, White Hat Junior Pvt. Ltd., Gurgaon, Jul'2021 - May 2022**
- Assistant Manager Client Servicing, Indiamart Intermesh Ltd., Delhi, July'2017 - Jul'2021**
- Branch Manager, Arohan Financial Services Pvt. Ltd., Bihar, Aug'2016 to Jul'2017**

PERSONAL DETAILS

Date of Birth: 18th July 1993

Languages Known: English & Hindi

PROFILE SUMMARY

- With 8 years of experience in Marketing and HR, primarily in the sales domain, specializing in Territory Management and Sales Planning within the e-commerce and financial services sectors.
- Joined NirogStreet as a Deputy Manager. Within 10 months, drove a tenfold growth by 10 times in the company's performance, which led to promotion to Territory Head.
- Drove a 30% revenue increase year-over-year through strategic sales initiatives.
- Expanded market share by 25% with targeted marketing campaigns and relationship-building.
- Exceeded annual sales quota by 150% through effective leadership and strategy.
- Reduced sales cycle time by 20% with streamlined processes and improved lead conversion.
- Proficient in Windows, MS Office & Internet Explorer, with a knack for quickly adapting to new technologies.

CAREER TIMELINE



WORK EXPERIENCE

Nirogstreet, Delhi, Oct'2022 - Present

Growth Path:

Deputy Sales Manager, (Oct'2022 - Dec'2023) Sr Manager, (Jan'2024 - Present)

Key Result Areas:

- Managed sales strategy and growth for Bihar, Jharkhand, and Odisha since October 2022.
- Developed and executed sales plans, client acquisition, and revenue growth strategies.
- Conducted regular training to boost team efficiency and set strategic targets.
- Supervised tele-sales, field sales, and key accounts to achieve quarterly and annual targets.
- Drove significant revenue growth through strategic sales planning and client acquisition.
- Improved team efficiency and achieved sales targets with targeted training and strategic planning.

Team Lead, Indiamart Intermesh Ltd., Delhi, Jul'2017- Oct'2022

Key Result Areas:

- Led a team of 8-9 Sales Executives, managing client service and retention for 1,000 clients.
- Increased revenue through effective client upgrade and retention strategies.
- Managed and mentored a sales team to achieve targets.
- Maintained strong client relationships, ensuring high retention.
- Drove revenue growth through client upgrades and retention.

INTERNSHIP

- Customer Satisfaction in Internet Banking, ICICI Bank, Noida**

ACHIEVEMENTS

- Awarded Dubai Recognition for Outstanding Performance
- Received the Fly Malaysia Excellence Award
- Honored as Champion of the Branch Premier League
- Recognized as Pillar of Success for Exceptional Contributions
- Achieved Gold Champion Status for Excellence
- Named Leader of the Year for Outstanding Leadership