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[Bold Profile](#)

## WEBSITES, PORTFOLIOS, PROFILES

- [linkedin.com/in/abhishek-siddhu-89840611a](https://www.linkedin.com/in/abhishek-siddhu-89840611a)

## EDUCATION

PGDMM: Sales and Marketing Management  
**NMIMS Global Access School,**  
Mumbai, July 2021

MCA: Computer and Information Sciences  
**Lovely Professional University,** May 2017

BCA: Computer and Information Sciences  
**Lovely Professional University,** Punjab, May 2015

# ABHISHEK SIDDHU

## PROFESSIONAL SUMMARY

Collaborative Key Account Manager with demonstrated success in relationship building, negotiating and developing new business within targeted and assigned accounts. Strong analytic, quantitative and technical aptitude with great attention to detail. Self-motivated, driven and adaptable with proven track record of exceeding goals.

## SKILLS

- Executive leadership
- Excellent Communication
- Point of sale operation
- Customer Relations
- Staff Training
- Sales Program Coordination
- Lead Identification

## WORK HISTORY

March 2022 - Current

### **Onkara Beverages & Hospitality Pvt Ltd - Key Account Manager**

- Secured high-value accounts through consultative selling, effective customer solutions and promoting compelling business opportunities.
- Boosted customer satisfaction by providing teams with training and skills to optimize service delivery in alignment with individual needs.
- Consistently achieved top ranking in revenue and profit growth.
- Improved account management by predicting potential competitive threats and outlining proactive solutions.
- Leveraged strategic planning to penetrate key accounts.
- Developed customer relationships and increased overall sales by 80%.

February 2021 - March 2022

### **White Owl Brewery Pvt Ltd - Sr.Sales Executive**

- Maintained up-to-date knowledge of product and performed competitor analysis
- Grew on trade sales volume in assigned territory through strategic budgeting and product promotion
- Monitored customer buying trends, market conditions and competitor actions to adjust strategies and achieve sales goals
- Sold products by developing relationships with network of concerned on trade account professionals
- Resolved all vendor and account problems efficiently while exceeding sales quotas

October 2019 - August 2020

### **White Rhino Brewing Co - Senior Business Development Executive**

- Built and maintained relationships with new and existing clients while providing high level of expertise
- Identified and pursued valuable business opportunities to generate new company revenue
- Completed and submitted monthly and yearly reports to support executive decision making
- Applied strategic negotiation and sales closing skills to bring in new accounts
- Devised effective marketing, sales and other promotional initiatives
- Reviewed collection reports to determine status of collections and amounts of outstanding balances.

July 2017 - October 2019

**VBev - Business Development Executive**

- To increase business market share, drive growth and bring in more new customers
- To have a good market intelligence , trends and knowledge
- Developed short-term and long-term sales objectives and strategic plans to meet market needs
- Performed research to uncover potential target areas, markets and industries
- Penetrated targeted accounts to generate sales from within client
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## **ACCOMPLISHMENTS**

- Successfully achieved sales goals for the Delhi Territory for myprevious and current organization
- Increased Territory Sales and market share for V Bev & White Rhino Beer Portfolio from just nil to more than 30% in existing and new accounts thus also increasing Width-of-distribution
- Fostered a robust, sustainable network of buyers in Delhi Market leveraging strong listening, presentation, and closing skills to optimize sales result
- CERTIFICATIONS
- WSET LEVEL 1 in Wines