**Curriculum Vitae**

**PARVEEN GAUR**

**Permanent Address 4-E-40 Jawahar Nagar, Sri Ganganagar, Rajasthan-335001, India**

**Mobile:- +91-8949165004, 9314422990 Email:-** [**parveengour30072@gmail.com**](mailto:parveengour30072@gmail.com)**,** [**praveengour93@gmail.com**](mailto:praveengour93@gmail.com)

**Sales & Marketing Sector in Organizations**

***Professional SYNOPSIS***

A result oriented professional with over 21 years experience in Business Development/Marketing, Retail Business/Promotions/Client Relationship Management & Team Management.

An Out-of-the-Box Thinker with a proven track record of increasing revenues, streamlining workflow and creating a team work environment to enlace productivity innovatively for reputed business houses.

Leading, training & monitoring the performance of team members to ensure efficiency in sales operations and meeting of targets.

Strong analytical, problem solving & organizational abilities. Possess a flexible & detail oriented attitude.

Experience in Customer Services and negotiating with the key accounts of the market.

***Career Objective***

Seeking assignments in Sales & Marketing/Business Development/Retail Business/Fresh Products with FMCG & Beverage/Agrisector.

***Areas of Expertise***

**Sales & Marketing in Organizations and planning of further processing.**

To achieve the targets.

Exploring potential business as well as maintaining and developing existing business.

Evolving both long term and short term business strategies for the region.

Motivating and managing the team effectively and efficiently

***Organizational Experience***

**Currently Working**

**NEW STAR AGRO FOOD PROCESSING PVT. LTD**

**(SWEETANIA Confectionery RAJKOT)**

**Designation:- Marketing Sales Head**

1. Handling Chanel sales for Rajasthan, Punjab, Haryana, Chandigarh, J&k,U.P., Bihar, Orisa, West Bangal
2. Managing sales C&F, SUPER STOCKIEST & Distribution of products with team R.S.M, A.S.M, T.S.M, S.O.& S.R.
3. Monitor the performance C&F, SUPER STOCKIEST & Distribution, take corrective actions
4. To explain and convince the company policies trade partners.
5. To keep management intimated about the competitor activities in the area of Operation and to suggest specific promotional activities for the area.

***Past Employers:-***

**SAI’S Baisaly Aqua PVT LTD**

**(SAMALESWARI AQUA INDUSTRIES)**

**Designation:- Marketing Sales Head (Since 1 Jan’2021 To 15 Dec.2022)**

1. Handling Chanel sales for Orissa, Chhattisgarh, Andhra Pradesh, Bihar, U.P., & West Bangal
2. Managing sales C&F, SUPER STOCKIEST & Distribution of products with team R.S.M, A.S.M, T.S.M, S.O.& S.R.
3. Monitor the performance C&F, SUPER STOCKIEST & Distribution, take corrective actions
4. To explain and convince the company policies trade partners.
5. To keep management intimated about the competitor activities in the area of Operation and to suggest specific promotional activities for the area.

**Romaic India Pvt. Ltd.**

**(RAPIDEO strong Energy Drink & Fruit BEER No Alcohol)**

**Designation:- Regional Seles Manager (Since 01 Fab.2019 To 31 Dec.2020)**

1. Handling Chanel sales for Rajasthan, Punjab & Haryana
2. Managing sales C&F, SUPER STOCKIEST & Distribution of products with team A.S.M, T.S.M, S.O. & S.R.
3. Monitor the performance C&F, SUPER STOCKIEST & Distribution, take corrective actions
4. To explain and convince the company policies trade partners.
5. To keep management intimated about the competitor activities in the area of Operation and to suggest specific promotional activities for the area.

**ISHAN FOODS**

**(Whole Spices)**

**Designation:- Area Sales Manager (Since 01 Oct.2016 To 31 Jan.2019)**

1. Handling Chanel sales for Rajasthan, Punjab & Haryana
2. Managing sales C&F, SUPER STOCKIEST & Distribution of products with team T.S.M, S.O. & S.R.
3. Monitor the performance C&F, SUPER STOCKIEST & Distribution, take corrective actions
4. To explain and convince the company policies trade partners.
5. To keep management intimated about the competitor activities in the area of Operation and to suggest specific promotional activities for the area.

**JAI AMBE GROUP**

**(Neon Battery & Plate)**

**Designation:- Regional Seles Manager (Since 01 Nov.2012 To 31 Set.2016)**

1. Handling Chanel sales for Battery Rajasthan, Punjab & Haryana
2. Good communication with retailers
3. Monitor the performance Distribution, take corrective actions
4. To explain and convince the company policies trade partners.
5. To keep management intimated about the competitor activities in the area of Operation and to suggest specific promotional activities for the area.

**Parle Agro Pvt. Ltd.**

**(FROOTI,APPY) Through Epic Food Product Pvt. Ltd.**

**Designation:- AGM (Since 01 Apr.2008 To 31 Oct.2012)**

1. Handling Chanel sales for Frooti & Appy (Parle Agro Pvt. Ltd. ) for Sri Gangangar
2. Monitor the performance of Distribution, & take corrective actions
3. To explain and convince the company policies trade partners.
4. To keep management intimated about the competitor activities in the area of Operation and to suggest specific promotional activities for the area.

5 Guiding the distributors to work as per company norm.

**HIMADRI FOODS PVT. LTD**

**( Spices Masala)**

**Designation:- Sales Officer (Since 01 Jan.2006 To 31 Mar.2008)**

Area- Sri Gangaagar & Hanumangarh

**RELIANCE COMMUNICATION Ltd.**

**(Handset, CDMA Sim,)**

**Designation:- Sales Executive (Since 25 Jun.2000 To 15 Dec.2005)**

Area- Sri Gangaagar & Hanumangarh Handling retail sales for RELIANCE CDMA

***Academic Credentials***

**Degree (UG) :** (B.COM.)

**Institute/College :** S.D. COLLEGE SGNR

**Board/University :** University of Bikaner

**Year of Passing :** 2005

**Institute/School :** Seth. G.L. Bihani Senior Secondary School

**Board/University :** Ajmer Board

***Strength***

Ability to work in a team, Punctuality

I can adjust my self in any Evironmet

Lear new things quickly

Having good skills to lead a team

Self Motivated

***Personal Information***

**Father’s Name : Sh. Ram Bilash Sharma**

**Languages Know : English, Hindi & Punjabi**

**Date of Birth : 29**Th **Aug. 1981**

**Marital Status : Married**

**Hobbies : Meeting with new persons, making friends**

***Special Claims***

I believe in the fact that no one is born as a master. Everyone develops himself by learning from the surroundings. But I am a quick learner and I do have guts to turn on the key towards success by working hard.

***Declaration***

I do hereby declare that all the above information is correct to the best of my knowledge and belief.

Date:- **PARVEEN GAUR**