**Arvind Kumar**

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# CAREER OBJECTIVE

To work with a reputed organization in challenging and creative environment with committed and dedicated people that enables me to acquire and enhance relevant competencies and thereby contribute to the growth of the organization as well to improve my personal skills.

# A BRIEF SYNOPSIS

MBA with specialization in Marketing with experience in overall nearly 11 years in Sales & Marketing, Business. Development and Distribution management as well as Customer Relationship. Currently associated with **Varun Beverages Ltd. (Pepsi)** as **Customer Executive.** Fair understanding in increasing sales, developing business, coordinating with sales team, expends distribution and market development. Implementing procedures and service standards for business excellence.

# CORE COMPETENCIES

**~** Sales and Marketing  **~** Product Launches/Promotions

**~**  Distributor/Channel Management **~** Competitor Evaluation

**~**  Implement System & process

# WORK EXPERIENCE

**Varun Beverages Limited (Pepsi)**

**(Aug 2016 to Till Date)**

**Location - Bijnor & Gorakhpur**

**Customer Executive- Gorakhpur**

**Product Handling – Pepsi, Mirinda, Dew, 7UP, Slice, Aquafina, Leher Soda, Nimbooz, Tropicana juice etc.**

**Key Responsibilities**

* Taking care of the sales with focus on achieving predefined sales target and growth across Gorakhpur territory. Forecasting and planning monthly & quarterly sales targets and executing them in a given time frame.
* Analyzing latest marketing trends and tracking competitor’s activities and providing valuable inputs for fine turning sales & marketing strategies, initiating market development efforts. Timely and proper execution of the BTL activities to ensure best use of the marketing resources.
* Executing the long-term business directions of the region to ensure maximum profitability in line with organizational objectives.
* Managing customer centric operations and ensuring customer satisfaction by achieving delivery timelines and service quality norms.
* Solve the issues raised by the retailers/ customers in the market regarding company’s assets and products.
* Taking care of Company’s asset and utilizing them at its best. ( visi charging , visi purity)
* Tracking the distributor system, competitor behavior and PSR/RA performances.

**Sales Officer - Dharampal Satyapal Ltd (DS Group)**

**Duration- Sep 2015 to Jul 2016**

**Location-South Delhi**

**Responsibilities:**

* + - * Distribution network handling.
* Enhance distributor network by focusing on increasing distribution in new outlet, new market & towns.
* Ensure achievement of Primary & Secondary sales target for the territory.
* Implementing & monitoring the planned initiatives for the territory.
* Furnish regular reports related to market working & distribution status.

**Mohani Tea Leaves Pvt. Ltd.**

**(Jan 2014 to Aug 2015)**

**Territory sales Incharge – South Delhi**

**Product Handling –Mohani Tea**

* Handle Distributors and Sales Team for given area.
* Ensure timely and good service to the retailers in the market.
* Solve the issues/problem raised by the retailers/customers in the market.
* Increase the retail base in order to achieve the company goals.
* Provide good visibility to the company products at strategic locations/retailers in the market by building good relations.
* Increase the area to make available the company products.

**Agro Tech Foods Ltd.**

**(Nov.2010 to Dec 2013)**

**Sales Supervisor - East & South Delhi**

**Product Handling – Sundrop Oil, Sundrop Peanut Butter, Act-II Popcorn**

* Support in establishing an infrastructure including: (I) Appointing require number of Distributors

(II) Recruit Driver cum Salesmen (DSM)

* Identify outlet for placement stocks.
* Supervise DSM’s for achievement of their sales targets.
* Record and report daily sales and other data as prescribed by the concerned Area Sales Manager.
* Planning and achievements of daily, weekly and monthly Primary &secondary sales targets.

# ACADEMIC DETAILS

2010 Post Graduate (MBA) Marketing from Advance Institute of Management Ghaziabad.

2007 Bachelor of Arts- Economics from Ewing Christian College (ECC) Allahabad

# PERSONAL DOSSIER

Date of Birth 16th July, 1986

Marital status Married

Communication Address Vill- Subarpur , Post- Saidapur , Dist- Ambedakar Nagar, U.P.