
AKASH KUMAR SINGH



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OBJECTIVE

I seek the role of Sales and Marketing Manager in a suitable capacity to provide best of my skills and implement best practices for Sales marketing through unique and innovative marketing strategies and campaigns.

SKILLS

Overview of Digital Marketing, Google Ad words, Social Media Optimization, Google Analytics. Proficiency in Excel, Power point and MS word, Google Sheet.

EXPERIENCE

Sales And Marketing Manager - June 2020 to Present
Employer's name - Prudent Solutions & Services

Relationship Manager - November 2016 to September 2019
Employer's Name - Just Dial limited

Operations Executive - March 2015 to November 2016
Employer's Name - Practo Technologies Pvt. Ltd.

EDUCATION

- MBA dual specialization (Marketing & Finance) from Uttar Pradesh technical university (2012 - 2014)
- Bachelor of Arts from Agra university (2009 - 2012)
- Higher secondary from U.P. Board. (2007)
- Senior higher secondary from U.P. Board. (2005)

CERTIFICATIONS

Google Digital Workshop
Issuing authority- IAB Europe
Credential Identifier: Credential ID RPRBDMTG8

VOLUNTEER EXPERIENCE OR LEADERSHIP

With the four years of experience in Digital Marketing I Started working with Prudent Solutions & Services to provide Digital Marketing Services to the Businesses, it is till now a great learning experience which gave me lot of insight about leadership and Management.



WORK EXPERIENCE

SALES and MARKETING MANAGER - JUNE 2020 TO PRESENT EMPLOYER'S NAME - PRUDENT SOLUTIONS & SERVICES

DUTIES AND RESPONSIBILITIES -

- Managing the team of tele callers and sales executives.
- Visiting the leads with sales team and closing the sales.
- Dealing in the digital marketing products.
- Provide training to the sales team and tele callers about the digital marketing products like google AdWords, social media optimization, website development etc.
- Handling the areas of Agra, Mathura, Firozabad & Aligarh.
- Preparing daily sales report to the manager.
- Maintain relationship with existing customers.
- Develop sales and marketing strategies to drive sales growth in the assigned area.
- Develop and manage an efficient distribution network to improve sales performance.
- Provide innovative ideas and suggestions to improve the market presence.
- Maintain relationship with existing customers for repeat business.
- Build sales culture and sale centric atmosphere among the team members

RELATIONSHIP MANAGER - NOVEMBER 2016 TO SEPTEMBER 2019 EMPLOYERS NAME - JUST DIAL LIMITED

DUTIES AND RESPONSIBILITIES -

- Direct sales profile into b2b & b2c market (field sales).
- Lead provided by the company & through cold calls also.
- Selling digital marketing products.
- Visit 5-7 meeting in a day.
- Closing the lead & collecting the revenue.
- Login the sale into the system.
- Currently handling the area of Agra & Firozabad.
- Previously handling the area of Aligarh, Hathras.
- Daily sales report to the manager.
- Maintain relationship with existing customers.

- Develop sales and marketing strategies to drive sales growth in the assigned area.
- Develop and manage an efficient distribution network to improve sales performance.
- Provide innovative ideas and suggestions to improve the market presence.
- Maintain relationship with existing customers for repeat business.
- Build sales culture and sale centric atmosphere among the team members.

OPERATIONS EXECUTIVE -MARCH 2015 TO NOVEMBER 2016

Employers Name - Practo Technologies Pvt. Ltd.

DUTIES AND RESPONSIBILITIES -

- Selling the practo sponsorships to the doctors through advertisements.
- Convincing doctors to be on practo, collecting their data and updating data to practo website.
- Daily and monthly generation of mis reports, analyzing the cases in excel sheet.
- Analysis of the data, verify, mapping and maintain master sheet for original database.
- Collecting the data from clinics, hospitals, nursing homes and diagnostics.
- Spearheaded exercise to increase operational efficiency by promoting the work of operations throughout the organization to senior management.
- Doing quality check of data.

FUNCTIONAL AREAS

- Ability to plan, organize and manage multiple projects and set priorities.
- Ability to manage operations within budgetary constraints.
- Knowledge of budgeting processes and an awareness of profit and loss concepts.
- Good problem-solving skills.
- Good organizational and administrative skills.
- Can work within an ambiguous and fast-moving environment.
- Producing Operations manuals which define how the business is to be run.
- Implementing quality management and regulatory compliance strategies.
- Clearly communicating instructions and information to staff.
- Encouraging, identifying, and developing best practice strategy.
- Experience of working in multiple functional areas such as Business Operations Project Management Process, Improvement Resource Planning, Organizational Development



PERSONAL DETAILS

Father's Name : Mr. Pushpendra Singh

Date of Birth : 18th / July / 1990

Gender : Male

Nationality : Indian

Status : Single

Language : Hindi, English

I hereby declare that the above-mentioned details are true to best of my knowledge.

Place: Agra

Date:

(Akash Kumar Singh)

