



Shubham Kumar Singh

Market Growth Representative

Experienced market executive with more than 2.5 years of experience in beverage industry. Excellent knowledge of Digital marketing. Excellent reputation to resolve problems, Improving customers satisfaction and driving overall operational improvement.

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📞 7897778895

📍 varanasi, India

WORK EXPERIENCE

Market growth representative

Hindustan cocacola beverages pvt ltd.

02/2018 – Present

Varanasi

Achievements/Tasks

- Built relationships with customers to establish long-term business growth.
- Monitored market trends to adjust strategies and achieve sales goals
- Maintained up-to-date knowledge of competitor products and pricing in market served.
- Organized promotional events and interacted with consumers to increase sales volume.
- Increased sales volume by expanding new outlets including warehouse clubs.
- Increased sales by following daily pre journey plan.
- Target high volume costumers through seven steps call. Devised sales strategies to increase points of distribution.

EDUCATION

B.COM:COMMERCE

Mahatma gandhi kashi vidyapeeth-varanasi

04/2013 – 04/2016

60%

12th STANDARD:COMMERCE

Happy home english school-varanasi

03/2012 – 03/2013

CBSE Board - 72%

10th STANDARD

Sant atulanand convent school

03/2010 – 03/2011

CBSE - 7.8 CGPA

SKILLS

EXECUTIVE SALES STRATEGIES

SALES PROMOTION

SALES AND MARKETING

DISTRIBUTION HANDLING

DIGITAL MARKETING

SOCIAL MEDIA MARKETING

SEARCH ENGINE OPTIMIZATION (SEO)

FACEBOOK MARKETING

INSTAGRAM MARKETING

EMAIL MARKETING

BRAND MARKETING

HTML & CSS

MS-EXCEL

MS-WORD

PERSONAL PROJECTS

COMPANY WEBSITE

- Made musical company website using wix platform. published dummy videos music events blog etc and also.
- Worked in team for designing and developing medical shop website from scartch and promoting a product and providing user better accessibility to the shop.

MARKETING DESIGN AND SOCIAL MEDIA MARKETING

- Managed company brand kit and generate company brand logo, company letterhead, business card by using canva platform.
- Created facebook post marketing, instagram post marketing, real time coupon code generation and activation by using easil platform.

GOOGLE ADS ANG GMAIL MARKETING

- Published google ads for promoting various websites like medical shop, departmental store etc.
- Learned how to make a email marketing campaign by using mailchimp platform.

LANGUAGES

Hindi

Native or Bilingual Proficiency

English

Native or Bilingual Proficiency

INTERESTS

Cricket

Music

Exploring Facts