



# DILIP KUMAR

SENIOR SALES & MARKETING  
PROFESSIONAL, INDUSTRIAL  
LUBRICANTS SPECIALIST

## CONTACT



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## KEY ACHIEVEMENTS

- Boosted sales of Hydraulic 68 by 15% at Pasupati Plywood
- Increased revenue by 10% at Shri Ram Switchgear through strategic product positioning
- Consistently exceeded quarterly sales targets across multiple industrial clients
- Maintained strong repeat business through exceptional post-sales technical support

## CORE COMPETENCIES

- Territory Development
- Product Marketing
- Client Relationship Management
- Sales Strategy & Revenue Growth
- Technical Product Knowledge
- Effective Communication
- Post-Sales Support
- Business Growth Solutions

01

## PROFESSIONAL PROFILE

Results-driven Sales and Marketing Professional with 13+ years of extensive experience in industrial lubricant sales. Proven track record of driving revenue growth, developing strategic client relationships, and consistently exceeding sales targets across diverse industrial sectors.

02

## EDUCATION

### Masters in Art

M.J.P. Rohilkhand University | 2007

### BA in Art

M.J.P. Rohilkhand University | 2005

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## PROFESSIONAL EXPERIENCE

### Unique Industrial Lubricant (Channel Partner of IOCL)

#### Marketing Executive

NOV 2010 - OCT 2015

MAR 2020 - PRESENT

- Managed a diverse portfolio of industrial clients, achieving consistent sales growth of 75-80%
- Drove product sales for Hydraulic 68 and Transformer Oil (Electra) across plywood, switchgear, and frozen food industries
- Established long-term relationships with key accounts, ensuring repeat business and steady revenue streams

### Icconal Lubricant

NOV 2015 - FEB 2020

#### Marketing Executive

- Handled multiple digital accounts and works with reputed organizations to provide unique graphic designs.
- Built and maintained relationships with a diverse customer base
- Developed targeted marketing strategies resulting in significant market share expansion