

# VAIBHAV DESHWAL

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## PROFESSIONAL SUMMARY

Seasoned Business Head focused on acquisitions and development with a proven track record of aggressively growing companies. Seeking the opportunity to bring a focused and energetic managerial style to an emerging company.

## SKILLS

- Marketing strategy
- Sales pipeline management
- Revenue and profit maximization
- Team building expertise
- Strategic marketing
- Product marketing specialist
- Marketing plan development
- Cost reduction strategies
- Project planning and development
- Customer relations specialist
- Process improvement
- Results-oriented
- Dependable
- Driving continuous improvement
- Mentoring
- Identifying best practices
- Partnering with cross-functional disciplines
- Gap analysis
- Long-term business planning and execution
- Negotiation
- Time management
- Effective communication
- Account and territory management

## WORK HISTORY

**Business Head**, 02/2015 to Current

**ASP Media Infotainment Pvt. Ltd** – South Ex-2, New Delhi

- Spearheaded cross-functional initiative to achieve targets q-o-q.
- Trained, coached and mentored staff to ensure smooth adoption of new Challenges.
- Created new revenue streams through online and offline marketing.
- Developed and rolled out new policies.
- Handled operations and marketing for their fashion line for both online and offline stores.
- Overall revenue and performance responsibility.
- Conceptualization as well as executing the nuances of sales and operations.
- Ground research and product development for their new ed tech startup.
- Handling Corporate Communication for Up selling, Cross Selling and Affiliate Marketing.
- Checking the Customer/Client Relationship Management to maintain a Satisfaction of overall 99.5%. Short term and long term cash projection and reporting for further marketing activities.
- Client acquisition for Digital Marketing.
- Performance review and appraisals.

**Manager- Marketing & Sales**, 08/2014 to 02/2015

**Acorda Infotech Pvt Ltd** – Noida

- Partnered successfully with 700 sellers to launch the website.
- Handled clients in SME and mid-corporate segment for Online Listing.

- Implementation of Supply chain/Operations management.
- Client relationship management.
- Business development strategy for new client acquisition.
- Conducted training and skill development program for Employees as well as clients.

**MIS & Marketing Strategist**, 07/2013 to 08/2014

**Advent Matrix Pvt Ltd** – Gurgaon

- Keeping an eye on a team of 50 executives which were handling Sales & Fulfillment of a US based Food Tech Start up Munchado.
- Designing the Company Process Maps to ensure maximum efficiency with minimum time & resources.
- Business planning with proper forecasting and budgeting of marketing campaigns with 100% m-o-m success.
- Analysis of reports and seeking new business opportunities.
- Client Relationship Management.

**Market Research Executive**, 09/2011 to 07/2013

**TwentyZeroNine Ventures** – Faridabad

- It was a live project done while pursuing my MBA.
- Market research through online resources only for business consulting.
- Provide research support within the BPO industry.
- Develop and write research reports.

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## EDUCATION

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**Bachelor of Technology**: Electronics and Communication Engineering, 2011

**Kurukshetra University** - Kurukshetra

**MBA**: Marketing & Sales , International Business, 2013

**Amity University** - Manesar

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## ACCOMPLISHMENTS

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- Increased sales by 300% in 3 months.
- As a manager I have achieved 100% team retention rate with every member crossing the benchmarks 90% of the time.
- Worked as Marketing consultant at Crunchy Fashion Pvt. Ltd for strategy and execution of business strategy and Marketing campaigns to increase the total turnover by 6X q-o-q.
- Business planning with proper forecasting and budgeting of marketing campaigns with 100% m-o-m success.

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## PROJECTS

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**Factors Affecting Customers decision to choose a Cellular Service Provider**: Through a questionnaire different tests were conducted on people of different Socio-economic classes to predict the factors which actually affect the buying behavior of a customer.

**Market research & E marketing**: The internship was done in Hanu Software Pvt. Ltd for certification of

Lead generation, In depth profiling, Market research, SEO, SMO, Industry watch & Content Designing.

**Home Automation System:** A full Home Automation System was made using a 16 Bit Micro controller and Programming was done in Embedded C.

**Voice Recognition System:** Using speech as an input a Bio Metric System was Designed with TMS320C54X.

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#### PERSONAL DETAILS

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Father's Name : Dr. Rajendra Kumar Deshwal

Mother's Name : Mrs. Renu Deshwal

Linguistic Skills : English, Hindi, German, Punjabi

Address : #BB-7, NIT Campus, Kurukshetra, Haryana-136119

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#### DECLARATION

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I hereby declare that all the information furnished above is true to the best of my knowledge.