

## **Gorvendra Vikram Singh**

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**MBA (MARKETING & IT) PROFESSIONAL WITH CREDIBLE EXPERIENCE  
IN SALES (CHANNEL, INTERNATIONAL & DIRECT), TEAM HANDELING, SERVICE-COORDINATION,  
CUSTOMER MANAGEMENT AND BUSINESS DEVELOPMENT**

### **CAREER HIGHLIGHTS**

#### **Career Objective:**

To secure a position as Marketing/Sales Manager to use my skills and experience with a challenging career opportunity for learning excellence and continuous improvement coupled with growth and individual development.

#### **Growth Path**

- Currently working as Area Sales Executive(Direct) at DishTV India Ltd. (**1<sup>st</sup> June 2015- Present**)
- Worked as Executive Sales(International) at CapitalVia Global Research Ltd. (**8<sup>th</sup> Oct 2014- April 2015**)
- Worked as Management Trainee-Sales(Channel) at Videocon Industries Ltd. (**19<sup>th</sup> May 2014 - 1<sup>st</sup> Sept 2014**)

#### **Career Highlights:**

- A competent professional experience with over 1year in Sales (Channel, International & Direct) Team leading, Service-Coordination, Customer Management & Channel Development.
- Keen interest in Sale & Marketing, Business Development, Channel and IT Sales.
- Efficiency in Team Management, Sales Forecasting, Channel Development, and development of strategic business plans, handling overall marketing activities.
- An effective communicator with excellent cooperation, leadership, planning and social skills that can build and maintain relation across and beyond organization.
- Strong abilities in leading large taskforces in a disciplined manner.
- Confident and poised in interactions with individuals of all levels.
- Flexibility and adaptability to changing situations.
- Get a tremendous amount of satisfaction from motivating myself and others every day.
- Innovative, goal-oriented, and creative approach to delivering results.
- Proven ability to work under high stress.

## PROFESSIONAL EXPERIENCE

### DishTV India Ltd. Bhopal (1<sup>st</sup> June 2015- Present)

**Designation:** Area Sales Executive (Alternate Sales)

**Sector/Industry:** Media/Entertainment

**Job Responsibilities:**

- Handling Alternate Sales for #GoDirekt Division of Dish TV India.
- Achieving Monthly Sales Targets & Resolving Service Complaints, coordination with service dept.
- Recruiting, Training & Handling a team of around 20 Sales Promoters.
- Responsible for making out maximum Productivity out of each Sales Promoter.

### CapitalVia Global Research Ltd. (8<sup>th</sup> Oct 2014- April 2015)

**Designation:** Executive Trainee- Sales (Malaysia)

**Sector/Industry:** Financial Services

**Job Responsibilities:**

- Converting leads into contacts by explaining Products & Service features to Malaysian Stock, FOREX & Commodity Market Trades and Brokers.
- Selling Services according to Clients Investment Profile, generating Sales Order to achieve monthly sales targets.
- Retaining Existing Clients by selling Upgrades, Renewals and Cross-Selling.
- Handling customers Trading Portfolio and assuring their profitability by managing risk and reward ratio on trades.
- Coordinating with existing Clients for providing proper follow-ups, updates and resolving queries.
- Making daily, weekly and monthly client database & sales reports.

### Videocon Industries Ltd. (19<sup>th</sup> May 2014 - 1<sup>st</sup> Sept 2014)

**Designation:** Management Trainee- Sales

**Sector/Industry:** Consumer Durables/Electronics

**Job Responsibilities:**

- Handling Channel Sales of Videocon (Sansui & Kelvinator) division.
- Generating new distributors and dealers, billing to achieve monthly sales targets.
- Ensuring proper upstream and downstream operations in channel.
- Resolving service related issues between distributors and service centers.
- Coordinating with existing Dealers, Distributors and Service Partners for sales, queries, and requirements
- Responsible for increasing the market presence of the company and products.
- Making daily, weekly and monthly reports.
- Doing analysis about the competitor's product, their cost and market share

## Internships & Projects

**Organization:** Entertainment World Developers Limited Indore. (EWDL)

**May'13-June'13**

**Project Undertaken:**

- 1) Competitive Study and Analysis of Retail and Marketing Strategies of Treasure Island with all the other malls of Indore City.
- 2) Bringing Advertisements and Events for Treasure Island. (Inventory Sales)

**Key Learning:**

- ✓ Learnt how different departments of an organization are interlinked to each other through the practical exposure.
- ✓ How to do sales and promote a brand in a B2B Business.
- ✓ Improved communication skills and gained confidence.

### Additional Projects (Live Projects)

**Organization:** Network for Information and Computer Technology, Indore (NICT)

**Nov'13-Dec'13**

**Project Undertaken:**

- 1) Marketing strategies for NICT for expansion (Marketing, Branding & Promotion)
- 2) Selling NICT TPL Service Shoppe Concept and generating Channel Partners (Franchisee)

**Key Learning:**

- ✓ Analyzing Potential clients and area for Business Development.
- ✓ Making strategies for promotion and branding for Business Development.

**Organization:** Dainik Jagran Publication Ltd. Amritsar.

**May'12-June'12**

**Project Undertaken:**

- 1) The Most Read Punjabi Newspaper in Amritsar City.
- 2) Client calling for Advertisements.

**Key Learning:**

- ✓ Gathered the primary data to study and determine highest readership of Punjabi Newspaper in Amritsar.
- ✓ Analyzed the collected data to determine the competitive readership of Dainik Jagran Punjabi vertical.
- ✓ Achieving targets under pressure and time constraints.

**Organization:** Urja Facilities Management, Indore.

**Project Undertaken:** Marketing (Advertising and Promotion) for Urja Facilities Management.

**Key Learning:**

- ✓ Social Media Marketing.
- ✓ Building brand image and door to door promotion.

## SCHOLASTICS

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|------|--|
| 2014 | <b>PGDM (Marketing &amp; IT)</b> from Jaipuria Institute of Management, Indore |
| 2011 | <b>Bachelor of Commerce S.R.K.</b> (P.G) College, Firozabad                    |
| 2007 | <b>Higher Secondary</b> from Kids' Corner Happy Sen. Sec. School, Firozabad    |
| 2005 | <b>High School</b> from Kids' Corner Happy Sen. Sec. School, Firozabad         |

## INTEREST

- **Photography:** Have keen Interest in photography also created a website with a little amateur work.  
<http://997gorvendras.wix.com/sunnyclicks>
- **Table Tennis:** Works as a stress buster for me.
- **Traveling:** Love to travel new places, long rides on my bike.