

Gorvendra Vikram Singh

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**MBA (MARKETING & IT) PROFESSIONAL WITH CREDIBLE EXPERIENCE
IN SALES (CHANNEL, INTERNATIONAL & DIRECT), TEAM HANDLING, 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. (**1st June 2015- Present**)
- Worked as Executive Sales(International) at CapitalVia Global Research Ltd. (**8th Oct 2014- April 2015**)
- Worked as Management Trainee-Sales(Channel) at Videocon Industries Ltd. (**19th May 2014 - 1st 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 (1st 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. (8th 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. (19th May 2014 - 1st 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 Medial Marketing.
- ✓ Building brand image and door to door promotion.

SCHOLASTICS

2014 **PGDM (Marketing & IT)** from Jaipuria Institute of Management, Indore

2011 **Bachelor of Commerce S.R.K. (P.G) College, Firozabad**

2007 **Higher Secondary** from Kids' Corner Happy Sen. Sec. School, Firozabad

2005 **High School** 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.