

# ANUJ.S.JAIN

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## PROFFESIONAL EXPERIENCE

- **REED EXHIBITIONS, Andheri, Mumbai.** (March 2019 – May 2020)  
(Transferred from Introduction Trade Shows along with acquisition of India Big 7)

### Business Development Executive

- ❖ Generating revenue & achieving targets by selling exhibition space for “India Big 7”  
**Corporate Event**
- ❖ Pitching to New Clients & making presentations
- ❖ Keeping track of market trends and promotional activities.
- ❖ Maintaining a healthy PR with the clients
- ❖ Successful execution of the Event.

- **INTRODUCTIONS TRADE SHOWS, Andheri, Mumbai.** (2017 - 2019)

### Sr. Project Officer – Key Accounts

- ❖ Generating revenue & achieving targets by selling exhibition space for “India Big7”  
**Corporate Event & Furniture Shows.**
- ❖ Pitching to New Clients & making presentations
- ❖ Keeping track of market trends and promotional activities.
- ❖ Maintaining a healthy PR with the clients
- ❖ Successful execution of the Event.

- **SAFFRON SYNERGIES PVT. LTD., Marine Lines, Mumbai.** (2015 - 2017)

### Manager - Sales & Marketing

- ❖ Generating revenue by selling advertisement space for ‘Architecture Update & Hospitality Biz’ magazines & achieving targets.
- ❖ Pitching to New Clients & making presentations
- ❖ Keeping track of market trends and promotional activities.
- ❖ Maintaining a healthy PR with the clients & advertising agencies

- **ASAPP MEDIA PVT LTD., Sewri, Mumbai.** (2012 – 2015)

### Manager - Sales

- ❖ Generating revenue by selling advertisement space for “INFRASTRUCTURE TODAY” magazine & achieving targets.
- ❖ Pitching to New Clients & making presentations
- ❖ Keeping track of market trends and promotional activities.
- ❖ Maintaining a healthy PR with the clients & advertising agencies

- ICAI UNIVERSITY., Churchgate, Mumbai. (2010 - 2012)
- INTRODUCTIONS TRADE SHOWS., Andheri, Mumbai. (2005 - 2010)
- NETLINK SOLUTIONS LTD., Andheri, Mumbai. (2001 - 2005)
- SUMANGAL PRESS LTD., Dadar, Mumbai. (1996 - 2001)

#### CTC

LAST CTC : INR Rs. 5.5 Lacs Per Annum

#### PERSONAL DETAILS

Date of Birth : 10<sup>th</sup> February, 1974  
 Education : B.Sc, Mumbai University, 1995

#### AREAS OF EXPERTISE

- ❖ Business Development.
- ❖ Revenue Generation.
- ❖ Lead generation.
- ❖ Product Identification.
- ❖ Product Marketing.
- ❖ Customer Satisfaction
- ❖ Market segmentation

#### OBJECTIVE

To succeed in an environment of growth and excellence and earn a job which provides me job satisfaction and self development and help me achieve personal as well as organization goals.

#### PROFESSIONAL PROFILE

- ❖ Sales Professional with 24 years of expertise in sales.
- ❖ Self-motivated with an instinct for responsibility for work and the capability to solve obstacles at work & make things happen.
- ❖ Good communicator, presenter and negotiator.
- ❖ Able to deliver effective corporate presentations and negotiate agreements successfully.
- ❖ Dependable in improving efficiency, reducing costs and increasing revenues.

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