

# SUSHEEL KUMAR

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Accomplished and results-driven sales and marketing professional with over 10 years of experience in driving revenue growth, expanding market presence, and consistently exceeding sales targets. Adept at building and managing distributor networks, executing strategic sales plans, and improving customer service. Proven ability to lead teams, forecast market trends, and implement innovative marketing strategies that increase brand visibility and penetration.

## WORK EXPERIENCE

### VIP Industries Ltd

ASE

02/2025 - 08/2025

North Karnataka

- Leading sales and collections across North Karnataka with a focus on distributor appointment and team management.
- Developing and executing marketing plans with close follow-up on implementation.
- Planning and achieving quarterly sales targets aligned with corporate strategy.
- Managing area expansion, key accounts, payment cycles, supply chain, and customer service.

### Hispirit Commercial Ventures Pvt. Ltd

Area Sales Manager

07/2024 - 01/2025

Bangalore

- Appointed new distributors across Karnataka and ensured team performance.
- Developed and implemented the annual sales and marketing strategy.
- Improved overall sales through proactive distributor engagement and marketing follow-ups.

### Unicorn Township

Real Estate Consultant

03/2023 - 06/2024

Gulbarga

- Boosted overall company sales through lead generation and client engagement.
- Conducted site visits, sales pitches, and facilitated closings.

### Campus Activewear Ltd

Area Sales Manager

05/2022 - 02/2023

Bangalore

- Achieved 25% revenue growth by consistently surpassing sales targets.
- Implemented marketing plans and coordinated with stakeholders to drive brand growth.
- Planned and executed annual sales initiatives.

### Sri krishna Sweets Pvt Ltd

Zonal Manager

05/2020 - 05/2022

Bangalore

- Revenue generating through the EBOs
- Sales Team handling, supply chain from warehouse
- Corporate sales to boost the revenue, customer complaints

### VKC Group (Strabo Brand)

Territory Sales Manager

12/2017 - 04/2020

Bangalore

- Designed promotional calendars and conducted dealer meetups.
- Secured partnerships with retail chains, increasing product distribution by 50%.
- Enhanced brand visibility through strategic marketing initiatives.

**Shiva Texyarn Ltd (Bannari Amman Group – WULF Brand)**

11/2015 - 12/2017

Assistant Sales Manager

Bangalore

- Managed 3 distributors (Bangalore, Hubli, Mangalore) with a combined turnover of ₹2 Cr.
- Supervised secondary sales and managed 25 direct dealers.
- Ensured high product availability and customer satisfaction.

**Safari Industries (India) Ltd**

11/2013 - 11/2015

Senior Sales Executive

Bangalore

- Organized retailer meets and implemented promotional schemes.
- Monitored competitor activities and market movements.

**John Distilleries Ltd**

03/2010 - 01/2013

Marketing Executive

Bangalore

- Managed secondary sales through a team of 2 sales officers.
- Coordinated between accounts and logistics for smooth operations.

**EDUCATION**

MBA – Marketing  
Gulbarga University

**SKILLS**

Tools: Basic SAP-MM, MS Excel, Tally

Operating System: Windows

Languages: English, Hindi, Kannada