**Vikas Jain**



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**CAREER OBJECTIVE:**

I want to work in an organization where there are stability and growth for the long term career, hence also utilize my interpersonal skills, soft skills, and technical skills to enhance the revenue and profit for the organization.

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| ***Work Experience:*** | | | |
| **Year** | **Company** | **Designation** | **Key responsibilities** |
| March, 2019- June 2019 | Franchise India Holdings Pvt. Ltd. | Team Leader | : **Handled 7 sales executives in exhibition department**  : Prepared workloads, excel sheets of team members on daily basis  : Was responsible for acquiring high end investors for master franchise/multi-unit franchise/single unit franchise and reputed brands to participate in exhibition held in major cities  : Responsible for achieving individual targets and my staff member’s target for getting clients onboard in exhibitions and space selling  : Coordinated directly with Marketing team for preparing marketing strategies and reported directly to CEO of the company for feedbacks on daily basis.  : Coordinated with HR department for talent acquisition for exhibition department |
| April, 2018- Jan, 2019 | Vectra Private Limited | Business Development Manager | : Created dealers network pan India  : Handled and maintained relationship  with acquired clients and existing key accounts pan India and outside country Specifically Bangladesh and UAE (Dubai)  : Implemented marketing strategies using BTL activities for brand building and lead generation  : Did daily meetings with key dealers to ensure smooth business and more repeat business  : Worked and followed up with exclusive dealers and proprietary dealers for R&D of the products according to the needs and requirements of the end clients  : Prepared questionnaires for R&D of products which were Video Walls, Digital Podium, Digital Standees and Digital Teaching device  : Generated self leads and handled “GEM” a NPP portal for government tenders |
| March, 2015-May, 2016 | Iyogi Technical Services Pvt. Ltd. | Technical Sales Executive | : Did business development of technical software and subscription to existing key customers  : Did troubleshoot on hardware and software issues by outreaching to clients  : Approached more than 50 customers on daily basis for up selling software  : Handled CRM tool and maintained excel sheet of self created leads and assigned leads for analysis of potential buyers |

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| ***Educational Qualifications:*** |

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| **Year** | **Degree/Qualification** | **University/Board/School, City** |
| **2016-18** | **PGDM –Marketing & International Business** | **New Delhi Institute of Management, Delhi** |
| 2012-2015 | B.Com (Gen.) | Shri Venkateshwara University, U.P |
| 2008 | Intermediate (Science) NIOS | NIOS |
| 2006 | Matriculation(Science) NIOS | NIOS |

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| ***Projects/Trainings Undertaken:*** |

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| * Summer Internship   (8th May-20th July 2017) | **Company: CEAT LIMITED** Location: Kanpur, Uttar Pradesh  **Project Title: Understanding Consumer behavior and sales in commercial Tyre market**   * **Collected information on 200 commercial vehicles (truck segment)** * Conducted a fitter survey for understanding the product quality and complaints on ground reality against product offering * **Involved in Brand promotion through ATL, BTL activities** * **Daily meetings with the exclusive and proprietor dealers to understand the service gap model** * Prepared questionnaire to collect information on consumer behavior and dealers * Collected feedback of the Dealers and the Fleet owners |
| * CSR Project   (Dec, 2016) | **Company: Plus Approach Foundation**  Location: Bikaji Kama Place, New Delhi |
| * **Created awareness among school children to save resources like electricity, water, food** * Met with top level authorities like principals, teachers and trustees * Approached more than 30 schools for presentations * Conducted seminars about SREE at various schools |
| * Live Project   (3rd Oct-23rd Oct 2016) | **Company: UAS International Private Limited**  Location: Delhi  **Project Title: Marketing Strategies** |
| * **Sold insurance cum investment policies** * **Did Marketing campaign through social media platforms for lead generation** * Arranged meetings through cold calling and met at least 3 leads on daily basis though out the short internship * Generated business worth 2 Lakhs |

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| *Awards/Certifications and Academic Achievements:* |

* **Certified in International Business Law (IBL), a workshop conducted by Jur. Dr. Susan-Gale Wintermuth** (Professor at Universities and Institutions of repute in China, Latvia, Germany, Mongolia, Turkey

and USA in the field of International Business Law)

* **Achieved 2nd Position at “National Debate”, in “CARPEDIEM”, held at IIM - Kolkata**
* **Gold medalist** in “Carom” competition held at Faculty of Management Studies(FMS)
* **The winner** in “**Face Painting**” competition Held at NDIM
* The winner in sports ‘Cricket’ in the event ‘Alumni Premier League’, organized by NDIM
* Played for Kanpur Cricket Association, affiliated to UPCA

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| *Positions of Responsibility:* |

* Worked as **CRC member of placement team**, NDIM. Did official visit to Mumbai
* Worked as Yoga trainer at NDIM in **SMART INDIA HACKATHON** event organized by **HRD Ministry**, 2017
* **Anchored** in the farewell party at NDIM in 2017
* Attended ‘debate’ program at NDTV show at Archana Complex, Greater Kailash 1, New Delhi
* Corporate Mentoring with Aeris Communication India Private Limited at Noida, U.P