

Amit Rathee

Field Marketing Manager

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Resume

CAREER OBJECTIVE

To further increase my knowledge base and leadership skills, surmount real world challenges through execution of world class solutions, and to thrive in innovative scenarios and applications.

SUMMARY

Accomplished Field Marketing Manager with exceptional project management and leadership skills, and demonstrated success in account acquisition, territory development & expansion. Solid track record in developing and executing focused downstream marketing activities to drive sales for the cellular product lines of AT&T, T-mobile and Sprint in the greater New York Area. Tenacious in building new business, forging strong relationships with business partners and securing customer loyalty.

WORK EXPERIENCE

Arjay Telecom | 2007-2011 Field Marketing Manager

Accountable for analyzing market data to identify and execute on possible opportunities, developing marketing & educational tools for sales, outreach and training, while maintaining work process flows through the coordination of information and requirements with related operational departments.

Accomplishments:

- Expanded B2B/B2C Outreach program by over 600%, across the Greater New York Area.
- Increased monthly B2B/B2C account acquisition by approximately 300% per field office.
- Maintained core databases and oversaw business accounts for 10+ field offices.

Arjay Telecom | 2005-2007 Business Account Executive

Developed new business in the professional corporate marketplace, while managing and growing existing accounts, through the utilization of consultative selling techniques to customize services in complex, multiple-level decision making environments.

Accomplishments:

- Acquired and sustained business accounts for national companies such as Binder Machinery and Storr Tractor.
- Increased store's business accounts fivefold, resulting in a 650% increase in monthly sales.
- Increased monthly repair center revenue by 400%.

Arjay Telecom | 2004-2005 Sales Representative

Initiated and closed sales of mobile telecommunications solutions, while selling service renewals and expanding customer base within the Central NJ territory. Built relationships with key decision makers and matched customers with the right solutions for their needs.

Accomplishments:

- Increased the individual sales of the store reps between 20-40% respectively, with the help of new campaigns strategies and plans.
- Took precautionary measures to prevent loss of goods, lowering system discrepancies by 60%.
- Streamlined scheduling for an average company savings of 45 hours per week.

KEY STRENGTHS AND COMPETENCIES

- Advertising/Marketing
- B2B/B2C Account Acquisition & Management
- Indirect Sales Support
- Business Development
- Presentations & Trainings
- Team Leadership & Collaboration

EDUCATION

Kean University, New Jersey | 2012

Bachelors in Arts

In Progress

Middlesex College, New Jersey | 2008

Associates in Science

Graduated with Honors