

RESUME



Anup Kumar Chougule

Permanent Address : At Post : **Atigre**
Taluka : Hatkanangale,
Dist. Kolhapur (Maharashtra)

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Interest to work : Marketing/ Sales / Administration.

Work Experience

Since September 2019 To Present Date I have been working as '**Sales & Marketing Manager**' With **Parshwanath Ispat Pvt. Ltd. Kolhapur (Authorized Business Development Partner for Tata Structura)**

JOB RESPONSIBILITIES

- Handling channel sales and project sales. Responsible for coordinating with the existing dealer of company.
- Making daily call report and Forward it to seniors. Generating sales performance report of clients and interpreting sales data to assist market planning and demand forecasting.
- Contribute in the implementation of marketing strategies.
- Support the marketing manager in overseeing the department's operations.
- Organize and attend marketing activities or events to raise brand awareness.
- Plan advertising and promotional campaigns for products or services on a variety of media (social, print etc.)
- Prepare content for the publication of marketing material and oversee distribution
- Responsible for customer accounts, handle customer enquiries in a timely manner through a commercial approach: visiting customers, getting involved in an early stage of new projects, establishing reports and advising customers.
- Quote price and lead times through coordination with procurement department, internal resources and use of pricing matrices.
- Responsible for liaising with the logistics team regarding scheduling and follow up of deliveries
- Marketing analysis: to monitor & evaluate the local competitors and follow the market evolution for the particular area
- Provide accurate and informative visit and market reports.
- Responsible for checking on the status of payments and liaising with accounts team as well as keep the management updated on an on-going basis
- Responsible for updating the sales database, preparing sales reports as required by the management for that particular region

Since July 2017 To September 2019 I have been working as '**Sales & Marketing Officer**'
With **Laxmi Agro Energy Pvt. Ltd. Kolhapur**

JOB RESPONSIBILITIES

- Assessing customer needs
- Investigate current market trends and competitors
- Informing product developers of possible product improvements and changes to ensure that company products meet current market needs.
- Analyzing competitors' products to determine product features, benefits, shortfalls, and market success.
- Handling customer questions, inquiries, and complaints
- Analyzing competitors' products to determine product features, benefits, shortfalls, and market success.
- Developing and sustaining long-lasting relationships with customers
- Maintaining an accurate record of all sales, scheduled customer appointments, and customer complaints.
- Set up meetings with potential clients to negotiate and close deals.
- To present sales reports to the management, provide them with immediate sales forecasts to plan future action plans, and to recommend ways to improve the sales by designing the new sales policies
- Generate daily as well as monthly sales reports

Since May 2012, To July 2017 I have been working as '**Sales Officer**' With **Rocket Engineering corporation Pvt. Ltd. Kolhapur**

JOB RESPONSIBILITIES

- Promoting the organization and products.
- To appoint a new dealers, to fill & submit the form from him as per company rules.
- Giving the customer complete information about your products.
- Sale billing, e way billing, contacting the transporter ordering a lorry receipt & notify the customers.
- Contact to the accounts department to follow up payment of dealers and customers.
- Follow up with dealers and customers across India to solve any problems they may have.
- Visiting the actual dealers and customers to inform them about the new product, creating a tour for it.
- Collecting and submitting the documents required for government tenders related to your products all over India.
- Attending the phone calls, e mails to the dealers and customers all over India.
- Daily, weekly and monthly sale related all reports to the management.

Educational Qualification

	Details	Board /University	Year of Passing
1]	B.Com.	Shivaji University, Kolhapur	March 2010
2]	H.S.C.	H.S.C. Board, Kolhapur	March 2007
3]	S.S.C.	S.S.C. Board, Pune	March 2003

	Course	Board / University	Year of Passing
1.	Industrial Computer Accounts	The Institute of Computer Accountants (ICA)	2012
2.	M.S.C.I.T.	Maharashtra Board of Tech. Education, Mumbai	2004

Personal Information

- Date of Birth : 24th May 1989
- Sex : Male
- Marital Status : Married
- Language Known : English, Hindi, Marathi, Kannada.

I declare that the above mentioned information is true and correct.

[Anup Kumar Chougule]