



Shivam Singh

R-10-49-D, New Raj Nagar,
Ghaziabad (U.P.) (201002)

9910326573

Shivam_20us@yahoo.com

Purpose Statement: In quest of senior level assignments in sales/marketing with an organization of repute

Snapshot

18 years of experience in Sales /Marketing .Accomplished the position of **area sales manager with PL building solutions pvt ltd**. Creative in business development initiatives and formulation of selling and marketing strategies. Constructed brand visibility/awareness in the market with different promotion events. A proactive leader and planner with expertise in strategic planning, market plan execution account management, pre-sales efforts with skills in P&L management, competitor and market analysis. An Out-of-the-Box Thinker with a proven track record of increasing revenues, establishing distribution networks, streamlining workflow and creating a team work environment to enhance profitability innovatively for reputed business houses. Excellent communication and team management skills with the ability to relate to people at all levels.

Career Experience

Sales and Marketing

Actively involved in market segmentation and territory mapping to identify potential within the territory, transforming the same towards growth of sales volumes.
Assessing marketing operations & responsible for manpower planning and ensure adherence to planned expenses.
Maintaining the data of the sales/marketing operations for further use by the top management for critical decision making.

Business Development

Pioneering relationships with key decision makers in target organizations for business development.
Cataloging prospective clients from various sectors to generate business from the existing, thereby achieve business targets.

Channel Management

Networking with financially strong and reliable dealers and channel partners, resulting in deeper market penetration and reach.
Evaluating performance & monitoring distributor sales and marketing activities

Brand Management

Charting new markets to generate revenue for the paper and its other products and keeping a track of competitor's activities
Representing the company at trade shows, conferences and associate meetings.

Work History/Accomplishments

PL building solutions pvt ltd **Oct 2016 to till date**

Governing the sales/marketing operations of Ankur brand AC and profile sheets based at Ghaziabad.

Relaxo footwear ltd As sales officer **Feb 2012 To Sep2016**

Governing the sales/marketing operations of Relaxo footwear limited **Hawaii division** based at Ghaziabad.

Kopran Ltd. as Area Sales Officer
June 2005. To Dec 2011.

Governed the sales/marketing operations of Toothpaste, Tooth brush, Talcum powder and Candies in Western Uttar Pradesh based at Ghaziabad

Anchor Health and Beauty Care Pvt. Ltd. as Sales Rep
Jan 2004. To Apr 2005

Governed the sales/marketing operations of Toothpaste, Tooth brush, Talcum powder and Candies based at Ghaziabad .

Education

Matriculation	:	I.C.S.E board in 1995 with 1 st Div
Inter mediate	:	I.C.S.E board in 1997 1 st Div
Graduation	:	Delhi university in 2000 with 2 nd Div
Certificate in computing:		Indra Gandhi national open university in 2000 with 1 st Div
Masters in business Management	:	Lucknow university in 2003 (part time)

Personal Details

Father's Name	:	Late Sh. Purshottam Singh.
Date of Birth	:	20 th Oct 1979.
Marital Status	:	Married.
Languages Known	:	Hindi and English.
Hobbies	:	Travelling and photography
Date	:	
Place	:	

(Shivam singh)