

## RESUME

Manohar Singh

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### Profile

An experienced marketing professional with around 6+ years of experience in the areas of across Product Marketing, Marketing Management, Brand Management, Key Account Management, Public Relations and Sales Promotion activities.

### Key Skills

- |                           |                             |
|---------------------------|-----------------------------|
| 1. Business Development   | 6. Operation Management     |
| 2. Brand Management       | 7. Customer Targeting       |
| 3. Process Management     | 8. Experience in E-commerce |
| 4. Communication Strategy | 9. Public Relation          |
| 5. Marketing              | 10. Competition Analysis    |

### Experience

#### Classic Marble Pvt Ltd, Lucknow

Sales and Marketing From Jan 2022 – Till Date



#### Key Learning's:

- New Business - Sales and Expansion plan
- Strategies and plan for increasing business in new geographies.
- Connect with new Architects/Contractors in untapped potential of expansion of local market.
- Reactivation of old/lost customers/dealers.
- Promote and encourage efforts/strategies for all business line to focus on cross sell and deep sell for all products of the company.
- Implementing sales strategies and plans to meet revenue goals.
- Managing team of BDE's reporting to achieve targets, assisting in order closing.
- Support BDE's to connect with new clients and meetings.
- Daily meetings plans and follow up on leads and meetings, following up with the leads generated till finalization of orders
- Follow up on payments as per collection plan.
- Increase the Brand Value representing the company by creation of Strategy / Plan around it and ensuring implementation.
- To represent in various forum for networking and brand building of HNI business forums of builders, Interior designer, architects and other forums.
- Conduct dealers connect and meetings at regular intervals.

## MPG Stone Pvt Ltd, Gurgaon

Sales and Marketing, since April 2019 – Dec 2021



### Key Learning's:

- Handling Sales and Marketing activities for stone products.
- Visit the construction sites and gathers the data as required by mapping.
- Identify new prospects Meeting with Architects, dealers and distributors.
- Business Development via Calling, Mailing, Cold Calling, Inside Sales, Market research, B2B Sales.
- Meet assigned sales quotas, manage the pipeline and acquire new business.
- Pro-actively identifying new business opportunities and to focus on the acquisition of new business opportunities.
- For business development, exploring India market for existing and new products.
- Follow-up with the vendors for regular procurement of goods for the existing orders.

## Benny Impex Pvt Ltd, Delhi Ncr

Sales & Marketing, From August 2016 – Feb 2019



### Key Learning's:

- Appointing new distributors in the territory.
- Demonstrate the product to higher authorities of corporates and dairy industries.
- Conducting sales activities in the corporates (Hospitals, Sweetshops, Gym, Hotels) in order to increase the number of customers and sales volume.
- Maintaining CRM to increase business sales and improving sales forecasting for business development.
- To be aware of the competing products and demand –supply variation

### Education

- MBA in Marketing(Major) with International Business(Minor) from Army Institute of Management & Technology, Greater Noida (2014-2016)
- Completed Graduation – BBA, IMS Noida(2011-2024)
- 12<sup>th</sup> From KV Delhi Cantt (2010 - 2011)
- 10<sup>th</sup> From KV Delhi Cantt (2008-2009)

### Extra/Co-Curricular Activities

- Winner of corporate walk AIMT annual fest.
- Have worked as a member of The Marketing Club, the Events Committee and Mess committee. Have also worked in teams and been an active player in organizing many events.
- Won Second Position in Chef Competition.

### Hobbies/Interests



