

# ANKIT SHARMA



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Seeking a techno marketing role challenging profile that offers the opportunity to explore a new avenues in the cooperate world by utilizing my domain knowledge

## Profile Snapshot

- **Awarded as Sales Oscar by Magic Bricks.com for 3 consecutive times for giving maximum sales in PAN India**
- **Awarded by OLX.COM for giving Maximum sales in PAN India.**
- Dynamic professional with exposure in the areas of sales and marketing and business development, with strong knowledge of IT industry.
- Proactive and smart planner with expertise in strategic planning, data analytic, product management, software marketing and budget planning.
- Hands-on executive, passionate about utilizing technology to improve business results.
- Skilled communicator and a quick learner with an analytical bent of mind coupled with zeal to utilize and enhance the ideas, knowledge and skills.
- Exponentially well organised with track record that demonstrate self-motivation, creativity and initiative to achieve both personal and cooperate goals.
- Multifaceted personality: passion for sports dance and event management.

## Key Performance areas

- **Sales & Marketing:** Overseeing sales and marketing for achieving increased growth and profitability. Utilizing the public information and personal network for developing marketing intelligence for generating leads.
- **Business Development:** Identifying prospective clients, generative business from new accounts & developing them to achieve consistent profitability. Building and maintain healthy business relationship with major clients, ensuring maximum customer satisfaction by achieving performance parameters delivery & quality norms.
- **Sales Promotion:** Building brand focus in conjunction with operational requirement. Ensuring maximum brand visibility and capture optimum market shares. Managing brand image building and awareness campaigns. Devising & implementing pre & post market activities for successful launching of new ventures.

## Core Competencies

Analysis

Business Acumen

Leadership

Vendor & Client Relationship

Market Identification/Penetration

Market Strategy

Negotiation Skills

Field Sales Management

New Business Development

Competitive Analysis

## **Career Sketch**

**Company: SQUAREYARDS**

**10 MAY 2021 to 28 April 2022**

**Designation: Area Sales Manager (UT & PUNJAB)**

**Team Handling: 09 (01 Team Leader, 08 Sales Executive)**

### **Responsibilities:**

Responsible for Sales strategy execution, building & nurturing channel partner relationships, understanding consumer behaviour, influencing customer experience, develop the sales systems and processes.

### **JOB DESCRIPTION:**

- Develop and drive sales initiatives to achieve set goals by mentoring and motivating the sales team
- Developing, Enhancing, implementing of comprehensive Sales strategies & other promotional activities for various projects to create new markets, achieve targeted sales.
- Aggressively driving Sales Planning, Forecasting and Sales & Customer Service Management
- Devising new and innovative selling and promotional techniques / schemes
- Competitor Trend Monitoring and Competitor Benchmarking in order to effectively balance competing priorities to full fill all customer expectations i.e., keeping abreast with competitor residential property offerings, pricing, location, quality, etc.
- Educating the client with the market trends, keeping them aware with the rental returns and the price appreciation they may get after investing in our properties.
- To scan the market, identify opportunities for business growth, prepare and implement growth plans
- Delivering targeted top line as per the projects business plan by meeting sales targets.
- Delivering positive customer experience to a distinguished client base
- Implement a mechanism for evaluation & categorization of channel partners
- Analyse and evaluate the effectiveness of sales enquiries, methods and results.
- Oversee the development and management of internal sales operations & processes.
- Regular analysis of sales trends & coming up with sales techniques that target the right market with the right tools.
- Proposing & implementing sales promotion activities for the project.
- Participating in negotiations & bringing deals to a closure.

**OLX INDIA PRIVATE LIMITED**

**Senior Account Manager (Chandigarh)**

**OCTOBER 2019 to 06 FEB 2021**

### **Responsibilities:**

- To manage, motivating a team of 2 executives , acquire and nurture Key business relationships in the **Real Estate** Space.
- To achieve monthly Goals and manage **Builder/Key Agent** Partnerships to maximize potential income
  - To work with, devise and implement creative campaigns for customers, monitor progress, and ensure customer engagement
  - To act as a day to day manager and be a central point of contact for all key partnerships to ensure the service is delivered and partnership well serviced resulting in customer renewal
  - To work with support functions to ensure the campaigns are executed within agreed value proposition with the customers
  - To prepare presentations, reports, plans etc. as necessary
  - Sharing of best practices to improve business results
  - Work to improve wallet share in comparison to competition
  - Share feedback and Market Trends to help improve and fine tune the product as per customer requirements

**MAGICBRICKS.COM**

**Assistant Manager (Chandigarh)**

**APRIL 2014 to SEPTEMBER 2019  
( Times of India's MagicBricks.com )**

### **Responsibilities:**

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**SPACE AND PEOPLE INDIA PVT. LTD.**  
(Mall Media Management)

**October 2010 – Nov 2013**

**Assistant Manager Media Sale (Jalandhar)**

**Responsibilities:**

- Venue booking for all sort of promotional activities across India.
- Exclusively Managing Viva Collage Mall BTL Activities, Promotion and casual Leasing.
- Generating business for malls by selling space for BTL Activities.
- Manage relationships with Brands, Advertising Agencies, Event Management companies and Mall Managements
- Develop the concept of Experiential Marketing by selling Space as an advertising and promotional medium for BTL activities.
- Increasing footfall at Mall through promotions & publicity.
- Promoting retail outlet sales through various promotional activities.
- Test the market for a new product by leasing an RMU.
- Co-ordination with various internal teams, like Marketing, Operational, Technical etc and act as a single point of contact for clients.
- Casual leasing (leasing for Kiosks / RMU and Shops in Malls)
- Client Visiting & Tie up and maintaining good relationships.
- Business Presentations to prospect clients.
- Satisfying the clients need and want before, during and after Activity.
- Liaison tie ups with brands for promotional activities in mall.
- Client Servicing, Business Development.
- Collect, integrate and synthesize information from various data sources
- Taking care of the alliances with the clients.
- Ideating new innovative business development concepts and ensuring strategic pitching and smooth program execution for the same.
- Advising the clients to promote brands in good and effective way.

**EAGLE PUBLICATION,**

**Sales Manager**

**January 2009-September 2010**

- To manage & motivate a team of six executive.
- To generate business from the team members.
- Steering business development and handling overall distribution in area.

**RADIO MANTRA 91.9 FM STATION**

**Executive in Sales & Advertisement**

**August 2008 - December 2008**

- To fetch advertisement from Real estate, Immigration & Govt Clients.

## Practical Exposure

### Sales & Marketing Projects

**Marketing Strategies:** Worked as a marketing trainee in AIRTEL Broadband & Allied Services for one month and to understand and develop insight and comprehend the rural

## Professional & Scholastic Qualifications

PG Programme (MBA-Marketing)	CT Institute of Management & IT	2008	
B.Sc (Medical)	Govt College, Punjab University	2006	
XII	DAV School, CBSE Board	2001	

## Achievements

- Event organiser in all school & college annual day & technical events.
- Secretary of CHEMICAL & BIOLOGICAL SOCIETY in Govt College Talwara.
- Won 2<sup>nd</sup> position in debate competition in youth festival
- Winner of Mr. Fresher Contest conducted by CT Institute of management in MBA
- The only candidate in district selected by Punjab Govt for cultural tour

## Additional Information

Date of Birth	26 Jan, 1984
Computer Proficiency	Knowledge of MS Office & Internet browsing, Proficient in C, C++
Language Known	Punjabi, English & Hindi
Address	H.no # 4032, Sunny Enclave, Greater Mohali, Kharar

**Ankit Sharma**