

NAVEEN KUMAR SHARMA

naveensharma545@yahoo.com

Voice: 8103812081, 8821840000

Career Objective

In quest of senior managerial position in a leading, growth-oriented corporate environment that utilizes my academic as well as professional knowledge, experience and skills with commitment and dedication in any city of Chhattisgarh.

Professional Digest

An astute professional having professional degree of PGDM in marketing & hr with more than 6 years of experience in business development, real estate marketing & sales, media planning & buying, media management, event & branding, market research, general hr operations and CRM. An impressive communicator with honed interpersonal, team building, negotiation, presentation, convincing and analytical skills.

Professional Training and Development

Got training from dale Carnegie, Elements Akademia & IIT Kharagpur

Professional Achievements

- Introduced CRM and MIS system in Rama Group
- Having sold highest number of Plots, Flats & Villas in Rama World
- Saved 30% media budget of group by proper planning and negotiation
- Organized 'Hot Air Balloon Ride Festival' campaigning during the launch of Sky Life (Tallest Residential Apartment of Bilaspur)
- Successfully organized 'DB Auto Expo in 2014' and 'Bhaskar Property Fair in 2013'
- Honored by the management of DB for achieving highest billing and market share during festival season in 2013
- Conceptualized and published real estate coffee table book 'The Impression'; first time in Chhattisgarh
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- Got champion of the month award in Dainik Bhaskar for February 2013
- Successfully conducted pilot research project during work stint in Neoflex Infracon Ltd

Experience sketch

At present I am working in Rama Group as a Manager (Marcomm & Sales) from 2nd October 2014 to till date.



My Core Responsibilities

Marketing & Communication

- I'm responsible for overseeing communications of to the media (print, radio, outdoor, indoor & digital) including media planning & buying, press release, advertisement and other content initiatives. Cultivates and manages relationships with media reps
- Responsible for developing the brand affinity and enhancing reach through ATL, BTL & TTL activities.
- Managing creative and media for print, digital and outdoor campaigns, Social Media Marketing & Website management
- Content and design development of promotional collaterals - Mailers, Flyers, Corporate Brochure, Presentations
- Vendor management for seamless execution of communication ideas
- Brand Development- Strategic alliances for developing Brand through Tie ups and Barterers
- Organizing Project Launches, Channel Partner meets, Corporate Events, Exhibitions etc
- Digital Marketing on B2C Domain- ensuring Traffic growth, developing Brand strategy for the web domain
- Driving Consumer focus across the various teams within the company in order to build the requisite positioning for the brand
- Drive brand campaign, Consumer research and competitive analysis; to ensure the Brand remains relevant to consumers and measure the effectiveness of the initiatives that are being driven to support the Brand promise

Sales

- Responsible for sales of Rama World Township spread over in 135 acres (offering villas, flats & plots)
- Formulating, Planning & implanting sales strategies
- Handling the team of back office, brokers and other marketing & sales staffs
- Maintaining pr with clients as well as the business associates.
- Maintaining the database of the leads generated & make regular follow ups with them.
- Coordinating with the interested clients & leads and converting them into sales.
- Taking project approvals (APF) from banks
- Fixing up appointments/meetings to create new relationships that will lead to new business opportunities for the company.
- Responsible for payment recovery and other required documents of clients.
- Maintaining a healthy relationship with existing customers while opening up fresh customers on call.
- Coordinating with Banks & other financial institutes for home loan of desired customers
- Coordinate, communicate & negotiate with consultants/sales agents/individual brokers and motivate them to generate more business opportunities.

<https://www.linkedin.com/in/navsha1/>

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Core Competencies

- Having knowledge of Real Estate Regulatory Act
- Having knowledge of media databases (ABC, IRS, TAM, RAM, INTAM, BARC etc.)
- Having knowledge of media landscape (HH penetration of media, usage of different media, SOV / SOM, channel share, etc.)
- Having sound knowledge of Chhattisgarh's real estate sector in terms of legal procedures, government approvals and business Development

Previous Assignments

Worked as an Assistant Marketing Manager at Db Corp Ltd. (Dainik Bhaskar) in Bilaspur from 8th September 2012 to 9th August 2014.



Responsibilities	Core Competencies
<ul style="list-style-type: none">• Generation of ad sales revenue• Handling a team of two members• Keep detailed log of all sales activity• Generating new ideas for clients and making them updated• Maintaining relationships with prospects and/or clients relationship development and management of key clients	<ul style="list-style-type: none">• Business development• New client development• Event management (realty expo, auto expo etc)• Special projects (coffee table book, calendar, business directory etc.)

Worked as a Business Development Officer at Neoflex Infracon Ltd. (a wholly owned subsidiary of Neo Corp International Ltd.) in Indore. From 9th June 2011 to 9th January 2012.



Responsibilities	Core Competencies
<ul style="list-style-type: none">• Preparing SWOT analysis of project• Doing STP & branding work for the project• Networking with other small business people and establishing a support group• Responsible for all kind of research work and business communication required for the project	<ul style="list-style-type: none">• Market research• Consumer behavior• Business communication• Importance of mall culture and retail industry in India

Academia

Professional Qualification

DEGREE/DIPLOMA	UNIVERSITY/INSTITUTE	PERCENTAGE/CGPA	YEAR OF PASSING
LLB	D P VIPRA LAW COLLEGE		PURSING II SEM
PGDM (FULL TIME)	IMIRC INDORE (M.P.)	70%	2011

Scholastics

DEGREE/DIPLOMA	UNIVERSITY/INSTITUTE	PERCENTAGE/CGPA	YEAR OF PASSING
B. SC. (COMPUTER SCIENCE)	GOVT. SCIENCE AUTONOMOUS COLLEGE, BILASPUR (C.G.)	51%	2008
XII	JHSS BHILAI (C.G.)	71%	2004
X	PT. JLNHSS BHILAI (C.G.)	78%	2002

Computer Proficiency

- Working knowledge of Microsoft outlook, Ms-Office & G Suite A
- Operating system: ms dos, Linux, vista, windows 97, 2000 and 2010

Personal Dossier

Date of Birth: 9th September 1986 | **Father's Name:** Mr. Santosh Kumar Sharma (Retd. Govt. Employee) | **Mother's Name:** Mrs. Draupati Sharma (House Maker) | **Languages Known:** Hindi, English, Chhattisgarhi | **Marital Status:** Unmarried | **Religion:** Hindu | **Cast:** Brahmin | **Nationality:** Indian | **Hobbies:** Reading Newspaper, Listening Music, And Usability Networking | **Address-** Jorapara, Sarkanda, Bilaspur (C.G.)

Declaration

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I hereby declare that all the above information is true and correct to the best of my knowledge.

Place: Bilaspur

Date: 04/09/2017

(Signature)

Reference

Available upon request.

Desired Designation- GM (Marketing, Sales & Media)

Notice Period- 1 Month

Current Salary- Net in hand 5.40 L/A + Incentive

Desired Salary- Net in hand 8.40 L/A + Incentive + Accommodation

Preferred Location- Anywhere in C .G. & M. P.