**RESUME**

**MUKESH KUMAR**

**Correspondence Address:** - **E-85, 3rd Floor**

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New Delhi-110091

Contact No. : Mobile– **+(91)-9953407465**

**Contact by E-Mail:** [mukeshkumartyagi@yahoo.com](mailto:mukeshkumartyagi@yahoo.com)

**Date of Birth** : 24 Apr, 1978

MBA, Marketing and sales, working at present as an **Sr. Business Manager** in marketing & sales, **18+** yrs. exp., current Location:**Delhi/NCR,** Locations Preference: Anywhere in northern India, Any country in abroad.

# Education:-

* B.Sc. (Chemistry & Biology) from CCS University Meerut (U,P.) India in 1999.

* MBA/PGDM (Business-Marketing-Full Time) in 2002 from IIMT College, Meerut with

First Division.

**Other Qualification(s)/Certification(s)/Programme(s) Attended**

* 6 months market research certificate (conducted by Dainik Jagran News Paper)

* 7 weeks training certificate from their marketing office (Conducted by Reliance Industries Ltd.). At K.G. Marg, Cannought Place office, New Delhi India.

# Summary of Skills and Experience

* A postgraduate in Business Marketing presently working with **AppDrive Technologies Pvt.** **Ltd.** as a **Sr. Business Manager** and prior to that have worked with **Sakarni Plaster India Pvt. Ltd.** asan **Area Sales Manager** in marketing. Business engaged in Marketing, sales and Business activities for developing new markets, new clients and retaining the existing customers.

* An effective communicator with exceptional team building and relationship management skills.

* Demonstrated abilities to perform under pressure and deliver results amidst tight schedules with strong problem solving and analytical skills.

* Handling the customers (Dealers, Architects and other business related persons.

**Industrial exposure:** Having good exposure in handling the clients like ---

* Jackson Engineers
* LG electronics
* C & S electric
* Spack Auto
* Nidhi Auto
* Royal Pressing
* Powertech Corporation

**Career experience:**

Business Development

Identify key/institutional customers and strategically secure profitable business. Build relationship with decision makers & key buyers in pre sales negotiation stages. Co-ordinate with dealers, buyers/customers and reporting to the top management.

**Sales Promotion**

Organize, conduct and execute sales promotional activities such as events, seminars & presentation at the client end, as a part of brand building and market development effort. Manage the launch of new products across assigned territories. Media plan and advertise to increase the top of the mind recall.

**Team Management**

Drive the team to deliver cost effective rates.

Create a vibrant, agile, proactive, knowledgeable, empowered organization.

Operations

Engage in the development of dealership.

Handle the customer queries, quality complaints etc.

# Work Experience

* **Aug 2002 – Aug. 2005** - **M/S Standard Electrical Ltd. (Havell’s group)**

* **Sep. 2005 – Dec. 2009** – **The supreme Industries Ltd. (Pipe Division)**

* **January 2010 – Oct. 2013 –** **M/S Asian paints Industrial Coatings Ltd.**

* **Nov. 2013 – Jan 2015 – Indigo Paints Pvt. Ltd.**

* **Feb. 2015 – Sep 2020 – Snowcem Paints Pvt. Ltd.**

* **Oct 2020 – July 2022 – Sakarni Plaster India Pvt. Ltd.**
* **July 2022 – Till Present – App drive Technologies Pvt. Ltd.**

**Job Profile/Company Profile:**

Areas of expertise include:

 Exceptional Customer

Service

 Merchandising and

Display

 manage the integrity of

the sales process

 New Location Start-

Up Management

 Bi-Lingual

(Hindi/English)

 Identify new markets

 New Product Introduction

 Creating brand/product awareness

 Budgeting/Record Keeping

 Problem Solving

 Inventory and Pricing Controls

 Computer/POS Scanning Use

 sales promotion

**Key Result Areas:**

Market Development and \* Customer retention.

Oversee \* & manage the integrity of the sales process

Identify new markets and\*securing market share, retention and expansion. Build\*marketing and sales strategies alongside take action on discrepancies. Device method to retain existing customers\* Identify and developing new customers. Creating Brand/Product \*awareness about the new products\*Conducting training program? For\* sales team at the distributor’ end Conceptualization and\* execution of sales promotion schemes. Budgeting of\*advertisement & sales promotion & monitoring Market\*research and analysis

**Work History/Accomplishments**

Key Result Areas:

* Market development and Customer retention.
* Oversee & manage the integrity of the sales process
* Identify new markets and securing market shares, retention and expansion.
* Build marketing and sales strategies alongside take action on discrepancies.
* Creating brand/product awareness about the new products.
* Conduct training programs for sales team at the distributor’s end.
* Conceptualization and execution of sales promotion schemes.
* Budgeting of Advertisement and sales promotion & monitoring.
* Market research and analysis.

**Achievements:**

* Having contacts in social sphere to maximize sales promotion
* Identified Key dealers in assigned area.
* Organized successful Product launches in assigned territory.
* Providing after sales customer service & support. (Complaints & timely availability of products).

**IT Credential’s**

MS word, MS excel, MS power point.

# Personal Details

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| --- | --- | --- |
| Date of Birth |  | : 24/04/1978 |
| Telephone |  | : **+(91)-9953407465** |
| References |  | : To be furnished on request. |
| Languages |  | : English, Hindi (Read, write & speak) |
| Permanent Address |  | : E-85, 3rd Floor, Samaspur Road,  Lane no.03, Pandav Nagar, New Delhi-110091. |

**(Mukesh Kumar)**