# **Rajpreet Singh**

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##### Objectives

##### To obtain a meaningful and challenging position that enables me to learn and to get an opportunity to utilize my zeal, enthusiasm and dedication as a team man towards the accomplishment of various objectives of the Organization

##### Total Experience

* Total 15 year plus experience of Sales & Marketing field.
* Graduation from Kurukshetra University, Kurukshetra (Hr.) in 2001.

##### Professional Experience

Company - Crop Care Pesticides India Pvt Ltd                                Duration – Since Nov 2021

Designation – Personal Assistant to Director                                                  Location – Derabasi

• Directly reporting to the Director regarding collection, Team target, Daily activities, Planning and execution of dealer schemes.

• Coordinating with all regional managers for the day-to-day activities of the 9 State Sales Team.

• To keep a close eye on sales team and making sure that everyone is stick to their given tour plan.

• Coordination with sales teams and get details of the daily weekly and monthly targets and planning with R.M' s to meet that target.

• Coordination with Sales Team for collection of credit given to dealers during season. Direct approach to dealers for payment.

• Handling TADA bills of every sales person including RM’S.

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##### Previous Organization

Company – Miles Advertising                                  Duration – June 2019 – Nov 2021

Designation – Sr. Manager       Location – Mohali

• Handling major Corporate and Real estate Clients.

• Planning to achieve the targets.

• Generation of business through cold, referral, recommendation & follow-up calls.

• Identification of potential clients and revenue generation on regular basis.

• Planning & execution of events to give the best mileage for clients.

• Liaising with media industry to get the best deals.

• To plan, prepare, update and maintain vital sales statistics.

##### Previous Organization

**Company -** Divya Himachal Newspaper (P) Ltd **Duration -** May 2011 – July 2017

**Designation –** SrManager**Location –** Chandigarh

* Handling major clients, associates and agencies of Mumbai, Banglore, Chennai, Indore and Kolkata.
* Planning to achieve the targets for the center.
* Generation of business through cold, referral, recommendation & follow-up calls.
* Liaison with leading INS accredited and non-accredited advertising agencies of the city.
* To plan, prepare, update and maintain vital sales statistics.
* To continuously check competition, market trends etc.
* Development, expansion maintenance and retention of customer base by giving them regular presentation from time to time about the market trends.
* Achieved Y on Y basis target.

**Company –** Youth Eye Magazine **Duration –** October 2008 – April 2011

**Designation –** Manager Marketing **Location –** Chandigarh & Punjab

* Catering to Retail, Jewelers, Education & Automobiles Clients.
* Providing innovative customize solutions to clients.
* Selling Magazine Products like paper coverage, articles etc to customer.
* Focus on the analysis and satisfaction of the customer financially as well as needs and objectives.
* Generate new business to achieve the assigned target.
* Build and deepen relationships with existing customer to achieve increase in share of wallet and revenues.

**Company -** Radio 94.3 My F.M **Duration -** March 2008 – September 2008

**Designation -** Sr. Executive Marketing **Location –** Chandigarh

* Planning the targets for the segment and execution of the same for target achievement.
* Generation of business through cold, referral & follow-up calls.
* Identification of potential clients and revenue generation avenues such as special inventory-occasion based.
* Liaison with leading INS accredited and non-accredited advertising agencies.
* To plan, prepare, update and maintain vital sales statistics.
* To continuously check competition, market trends etc.
* Development, expansion & maintenance of customer base.

**Company -** Kansai Nerolac Paint **Duration -** May 2004 – February 2008

**Designation -** Territory Sales in charge **Location -** Ludhiana

* Supervision of four depots Ludhiana, Patiala, Bathinda and Chandigarh for auto refinish and wood finish Division.
* Budgeting and achieving sales target.
* Distributor management and expansion of market.
* Sales generation through architect, builders and promotional activities at body shop.
* Organizing the painter meets.
* To liquidate the stock billed to distributor through dealer network.
* Direct approach to commercial and domestic sites.

**Company –** ICI Paints **Duration -** March 2002 – April 2004

**Designation –** Secondary Sales Force  **Location -** Chandigarh

* Joined ICI as secondary sales force.
* Supervision of Duco Color Centers in Chandigarh, Ludhiana and Himachal Pardesh.
* Managing the Belco (P.U) Sales.

##### Qualifications

* Graduation : Bachelor of Arts from Kurukshetra University in the year 2001.
* Intermediate : Senior Secondary from Punjab School Education board in 1998.
* Matriculation : Higher Secondary from H.S.E.B. in 1996.

##### Extra Curricular activities

##### Member of cultural team in College.

* Member of the organizing committee in Rotract Club for plantation & traffic awareness.

**Strength**

Excel in both independent and team work environment with ability to execute, manage and motivate.

**Personal Details**

Father’s Name - Shri Jagjeet Singh

Date of Birth - June 15 1980

Address - H.No: D-7 #202 Maya Garden City, Zirakpur.

Languages Known - English, Hindi & Punjabi

Interest & Hobbies - Travelling and Music

**Date :**

**Place : (Rajpreet Singh)**