**SONAM GUPTA**

**Contact: *8427053189* 90\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_/ E-mail: guptasonam*2112@gmail.com***



***In quest of challenging opportunities in Sales & marketing with a leading organization.***

ABRIDGEMENT

* A focused professional **Marketing / Sales.**
* Gained knowledge of preparing marketing strategies for ensuring profitability; analyzing business developments
* A keen planner with proven track records of increasing the sales and profitability of the company.
* Efficient analytical & planning skills with abilities in working in teams for achieving organizational goals.
* Effective communication, team building & relationship management skills. Ability to quickly identify problems and successfully implement solutions.

CORE COMPETENCIES

* Analyzing business potential, conceptualizing & executing strategies to drive sales, augmenting turnover and achieving desired targets.
* Identifying, qualifying and pursuing business opportunities through market surveys and mapping as per targeted plans as well as through lead generation.
* Initiating contact with potential customers for developing leads, & selling products.
* Identifying new market segments and tapping profitable business opportunities.
* Supervising customer service operations for rendering and achieving quality services; providing first line customer support by answering queries and resolving their issues.
* Interacting with customers for effective resolution of customer grievances and obtain feedback.
* Managing the gamut of tasks including manpower planning, training of sales teams, etc.
* Creating an environment that sustains and encourages high performance; motivating teams in optimizing their contribution levels.

ORGANIZATIONAL EXPERIENCE

**Demonstrator Specialist**

**(July 2014 to July 2015)**

**Bose Corporation India Pvt. Ltd.**

* Following Full process and focusing on customer service.
* Setting store standards.
* Appreciating the process of working in a Teamwork manner.
* Interacting and maintaining Customer -Brand relation.

**Attainments**

* Working in a team .
* Managed excellent relationship with clients & authorities to ensure the smooth functioning.
* Presenting a great WOW experience to the customers .

**Store Manager**

**(August 2015 to Oct 2018)**

**DLF Brands Ltd.**

**Attainments**

* Managing a team of 5 team members.
* Maintain the Logistics /Stock for the Brand .
* Interacting and maintaining Customer -Brand relation.
* Motivating the team to achieve the targets as set by the Brand.
* Managing all processes as per the SOP’s of the Brand.
* Overall managing the smooth functioning of the store in the present location.

**Officer (September 2018 – Present)**

**Jaquar & Co. Pvt. Ltd.**

* Interacting and maintaining Customer relations-Brand relation.
* Motivating the team to achieve the targets as set by the Organization.
* Managing and interaction with Dealers and Dealer Staff refarding stocks on floor .
* Interaction and Meeting with Architects,Plumber ,Builders and specifiers to promote the new launched products
* Education of specifiers and Dealer staff about new launched products and solving their query regarding products..

ACADEMIC CREDENTIALS

* **MBA (Marketing and International Business)** from Institute of Management Studies, Dehradun in 2014
* BBA from Punjab Technical University , Jallandar In 2011.
* Grade 12th from Army Public School , Udhampur (J&K) In 2008.
* Grade 10th from Army Public School , Udhampur (J&K) In 2006.

**Projects and Market Research’s**  
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* Summer training in “**Hindustan Coca-Cola Beverages Ltd.”** regional sales office Varanasi, projects study of”How to increase RED Activation on outlets of Coca-Cola”.
* Direct marketing of the product..

PERSONAL DOSSIER

Gender: Male

Date of Birth: December 21st, 1989.

Address: 121/9 New Hospital Lane, Gole Market, Udhampur (J&K) 182101.

Language Known: Hindi, English, Dogri and Punjabi