RAJESH TAMRAKAR

SALES & MARKETING SPECIALIST

Extensive exposure in driving critical assignments across markets with proficiency in running successful method-oriented business operations and taking initiatives for attainment of revenue goals and profitable sell-through.



Career Summary

- A focused professional with **over 14 years of rich experience** in Strategic Planning, Sales & Marketing, Customer Service, & Team Management of more than 30 members with an aim to increase revenue, customer footfall, and ensure compliance to set quality/service standards in **Telecom Industry**
- O Strong business insight with expertise in planning & execution of new business growth activities, including opportunity assessment, product promotion / product activation, competitive assessment, channel engagement campaigns, customer relationship development and teaming strategies
- A keen strategist with expertise in **administering retail operations** with key focus on top-line & bottom-line profitability by ensuring optimal utilization of resources
- Skilled in consistently **enhancing revenue & market share**, by re-organizing business direction and developing & implementing strategic initiatives; successfully turn-around negative contribution of outlets into a healthy growth
- An effective communicator with excellent presentation, interpersonal, negotiation, analytical, business management, and leadership skills
- Skilled in Selling B2B,B2C,MPLS,VPN Services,LeaseLine.

Education & Credentials

- **Dally Indoors** B.Sc. (Electronics) from DAVV Indore in 1997
- MCA from MKU Hyderabad in 2000

Career Timeline



Prabha Communication Pvt. Ltd. (Vodafone India Ltd. / Tata Teleservices), Korba as Business Partner

Prabha Communication Pvt. Ltd. (IT Services), Korba as Director



2008 - 2018 2007 - 2018

Contact



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Core Competencies

Strategic Sales & Operations

Marketing

Client Servicing

Vendor Management

MIS Management

Merchandising

Inventory Management

Team Handling

Skill set

Motivator

Communicator

Planner

Collaborator

Analytical

Leader

Professional Experience

Mar' 2018 - Mar' 2021

Prakhar Enterprise (Bharti Airtel Ltd.), Bilaspur as Business Partner

Apr' 2017 - Dec' 2018

Prabha Communication Pvt. Ltd. (Vodafone India Ltd.), Korba as Business Partner

Apr' 2008 - Mar' 2017

Prabha Communication Pvt. Ltd. (Tata Teleservices), Korba as Business Partner

Key Result Areas:

- Planned, directed & maintained efficient store operations; assigned & evaluated the work performance of personnel assigned to store and maintained clean & safe environment
- Designed and deployed sales & marketing strategies, programs, and contents to improve sales opportunities for high-end telecom products like Lease Line, Internet Devics, Wireless and Wire Line Broadband Services
- Mapped business requirements and coordinating for developing & implementing the processes in line with the preset guidelines; planned & built strategies for achieving (higher revenue growth & profitability) reduction in the product (Marketing) cost and tight OPEX control
- Drove marketing initiatives to achieve business goals & managing frontline sales team to achieve the same
- Ensured speedy resolution of queries and grievances, maintaining excellent relations with clients to generate avenues for additional business
- Assured customer satisfaction by maintaining excellent TAT for delivery and standard service quality norms; handled shop-floor interaction with customers for effective resolution of grievances and obtaining feedback.
- Rendered services as a learning coach; provided training to retail store managers and sales staff to boost their performance and help raise awareness of new products, company news, promotions, or coupons
- Administered merchandising activities like window display in tune with market profile, mapped store display to make an effective visual impact for higher conversion
- Streamlined the system & procedures for effective inventory control and ensured ready availability of materials for meeting the requirement

Apr' 2007 - Dec' 2018

Prabha Communication Pvt. Ltd. (IT Services), Korba as Director

Key Result Areas:

- Developed the periodic business plans & strategies in coordination with macro plans of organization; planned & scheduled individual / team assignments to achieve pre-set goals within quality & cost parameters; worked hard to ensure that company sales targets, operations goals and policies are met
- Provided own Hosted Server services with ITSP Switch and Billing Software in US
- Acquired new clients to deliver IP to IP Termination of Carriers for Internet Telephony mainly to Bahrein Telecom (BETELCO), Dubai, Middle East countries

Personal Details

Date of Birth: 30/09/1976

Languages Known: English, Hindi, Telugu

Address: Plot No. 753, Main Road, Kosabadi Korba, Chhattisgarh – 495677, India