**Amit Pasrija**

**H.No-113, Pocket F-5, Sector-15,Rohini, New Delhi-110089,**

**Mobile No-9999788530,**

**E-mail –** [**amitpasrija9@gmail.com**](mailto:amitpasrija9@gmail.com)

**CARREER OBJECTIVE:**

To build the carrier that is growth oriented, professional in approach and balanced between work and family commitment.

**Work experience :**

Universal AutomotivesPvt. Ltd, New Delhi.

Sales and Service Incharge, May 2008- Apr-2014.

* Formulate, direct and coordinate marketing activates and policies to promote products and service, working with advertising and promotion mangers.
* Develop pricing strategies , balancing film objectives and customer satisfaction.
* Compile lists describing product or service offerings.
* Use sales forecasting or strategic planning to ensure the sale and profitability of products, lines , or services, analyzing business developments and monitoring g market trends.
* Coordinate or participate in promotional activates or trade shows, working with developers, advertisers, or production manager, to market product or services.
* Consult with buying personnel to gain advice regarding the types of products or services expected to be in demand.
* Advise business or other groups on local, national or international factors affecting the buying or selling of products or services.

Sales and Services Incharge, May 2008 – Apr 2014

**BOSCH LTD, NEW DELHI.**

Business development executive, May 2014 – April 2017

* Identify, develop, or evaluate marketing strategy , based on knowledge of establishment objectives, market characteristics, and cost markup factors.
* Develop pricing strategies, balancing firm objectives and customer satisfaction
* Compile lists describing product or service offerings.
* Initiate market research studies or analyze their findings.
* Use sale forecasting or strategic planning to ensure the sale and profitability of products, lines or services, analyzing business developments and monitoring market trends.
* Coordinate or participate in promotional activities or trade shows, working with developers, advertisers, or protraction mangers, to market products or services.
* Select products or accessories to be displayed at trade or special production shows.
* Conduct economic or commercial surveys to identify potential markets fro products or services.
* Prepare reports of findings, illustrating data graphically and translating complex findings into written text.
* Gather data on competitors and analyze their prices, sales and method of marketing and distributions.
* Attend staff conferences to provide management with information and proposals concerning the promotion, distributions, design and pricing of company products or services.
* Conduct research on consumer opinions and marketing strategies, collaborating with marketing professionals, statisticians, pollsters, and other professionals.
* Seek and provide information to help companies determine their position in the marketplace.

Business development executive, May 2014- April 2017

**SKF India Ltd.**

Business Development Manager, May 2017- to April-2019

* Secure and renew orders and arrange delivery.
* Prepare and deliver technical presentations that explain products or services to customers and prospective customers.
* Research and identify potential customers for products or services.
* Maintains sales forecasting reports.
* In daily routine dealing with distributors and end users

**MALANI MARBLES Pvt Ltd**

Senior Marketing executive, May 2019 to till date

* meeting with architects , builders and end user and generating sales through them.

**SELF EMPLOYED, NEW DELHI**

Self Employed Nov 2005- Mar 2008.

* Worked in own family business of automotive parts of commercial vehicles.

**EDUCATION**

Govt.Boys Sr. Sec School, New Delhi ,Rajouri garden, (CBSE)

* Completed coursework towards High School Diploma, March, 1997

Delhi University, New Delhi.

Completed coursework towards B.A , March 2002 (Programme)

**ADDITIONAL SKILLS**

* Professional Training Seminars attended in Bosch Limited various times.
* Basic Computer Knowledge of Ms– word and Ms-excel Powerpoint , Internet ERP Systems etc.

**PERSONAL PROFILE:**

Father’s Name : Sh. Suresh Kumar Pasrija

Sex : Male

Marital Status : Married

Nationality : Indian

Languages known : English & Hindi

**Date** : ………………………

**Place** : Delhi **(AMIT PASRIJA)**