

Harsimran Singh

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Consummate professional seeking in management position in marketing operations / Business development with leading organization

Profile Summary

A Competent professional with over 6 year of experience in :

- ~ *Marketing Operations*
- ~ *Training & Development*
- ~ *Recruitment*
- ~ *Event Management*
- ~ *Channel Management*
- ~ *P&L Accountability*
- ~ *Business Development*
- ~ *Brand Management*
- ~ *Key Accounting Management*

- 1 **Hands-on-experience** in charting out marketing strategies and contributing towards enhancing business volumes & growth and achieving portability norms
- 2 **Skilled** in handling pricing strategies, competitor & market analysis, new product roll-up & targeted marketing
- 3 **Expertise** in managing development & implementation of promotions plans and handling communication for brands including all above the line and below the line activities
- 4 **An effective communicator & team leader** with strong analytical, problem solving & organizational abilities

Areas of Expertise

- 5 **Managing** marketing function like product planning & roadmaps, consultation and business development as well as handling the pre-analysis data and post analysis of product launch
- 6 **Supervising** the performance of dealer / sub-dealers with key emphasis on achieving revenue targets
- 7 **Developing** marketing strategies to build consumer preference and drive volumes, evaluating marketing budgets periodically including manpower planning initiatives and ensuring adherence to planned to expenses
- 8 **Conducting** competitor analysis by keeping the abreast of trends and competitor moves to achieve market share metrics
- 9 **Conceptualizing** and executing sales promotion schemes to increase brand visibility, thereby preparing management level reporting on the

- brand's performance, needs and forecasts
- 10 **Monitoring new product launch results and recommending action for addressing any forecasted variances to volume budget, on a monthly basis**

Organizational Experience

2009-2012 : HCL Technologies Limited

- 11 ***Worked as customer care executive***
Brand promotion
Dealing & marketing
Hardware, Software & Networking experience

2012-2015 : Hero Moto Corp.

- 12 ***Worked as Showroom Manager***
Manage the communication between dealers, sub-dealers & area offices team
Overview & report the monthly sale target
Stock management
Organise events & participate
Technological knowledge
Staffing
Recruitment and Selection
Training and Development
Direct and Supervise
Attend formal meetings of organization
Financial management

Academic Details

- Senior Secondary from PSEB (Punjab School Educational Board)
B.C.A. (Bachelor of Computer Applications) from GJU (Hissar)

Others :

- 1 year course of Tally & Book Keeping From Zed CA.
6 month course of C language

Computer Skills

- o MS Office (Excel, Word, Power Point, Access & Outlook)
- o HTML, DHTML
- o Tally , Busy & Fox-Pro
- o Digital Accounting
- o C Language
- o MS-DOS
- o Internet
- o Technical applications

Personal Details

Date of Birth : January 24,1994

Father's Name : Jasbir Singh

Address : Pahari Gate , Batala, Distt. Gurdaspur,
Punjab -143505

Languages Known : English, Punjabi, Hindi