**KARAN KHANNA**

**Mobile:** +91-9899137013 ~ **E-Mail:** imkarankhanna@gmail.com



***EXECUTIVE SUMMARY***

**Over 11 years** of experience with over **5 years** of experience in **Sales and Marketing,** **Key Account management, HNI Client Acquisition, Business Development, Business Operations and Revenue Expansion.**

**Business Development**

**Key Account Management**

**Corporate Sales**

**Strategic Planning**

**Strategic Alliances**

**Customer Service**

**Business Operations**

**Team Management**

* ***Currently associated with SALT Experiential as Senior Manager – Client Relations***
* Hands-on experience in charting out strategies, acquiring customers, enhancing business volumes & growth and achieving profitability norms.
* Expertise in client relationship handling, promotions, sales, operations, marketing and communications.
* An out-of-the-box thinker with proven track record of ameliorating business revenues, streamlining workflow and creating a team work environment to enhance profitability innovatively for reputed clients.
* An effective communicator & team leader with strong analytical, problem solving and organizational abilities.



***\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_EMPLOYMENT CHRONICLE\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***

**SALT Experiences and Management Pvt Ltd,** Delhi NCR **April16– present**

Senior Manager – Client Relations

**Accountabilities:**

* Handling the automobile portfolio, key objective is to build new relations with corporate brands and handle the existing clients.
* Helping brands launch their products through innovative ideas.

**Highlights:**

* Acquired Volkswagen Group Sales as a client and executed events for Audi. Also managed to acquire brands like Ferrari, Rolls-Royce, Aston Martin, Lamborghini.

***\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_PRECEDING TASKS\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***



**Audi Gurgaon and Delhi Central,** Delhi NCR **Feb’13 – Mar’16**

Senior Manager – Corporate Sales

**Accountabilities:**

* Corporate Sales has initiated Data sourcing, collection, segregation, choosing primary mode of communication to the contact of the targeted company, selection of the potential customers, correct assessment of the immediate and future needs, building effective relationships and ensuring maximum penetration by meeting as many people of a company as possible, especially C-Level executives.
* Meeting new and existing companies and the end users with immediate requirements, guiding them and assisting them to choose the correct vehicle to suit their requirements, show-casing the salient features in the chosen model, helping them with initial quotes, reaching an agreement to the final prices, delivering the car and creating a luxury experience, post-delivery work and a constant follow-up would be part and parcel of my work cycle.
* Coming up with innovative ways to reach the target audience, teaming up with the marketing team for arranging events, creating e-brochures about the latest offers and schemes and trying to generate new prospects.

**Highlights:**

* Awarded the best Corporate Sales Manager of the country and was sent to Germany to visit the exclusive R&D facility and museum.
* Achieved the top position in number of sales for 7 months in the previous year.
* Acquired Clients: Deloitte, PWC, Interglobe, GSK, Microsoft, Reckitt Benckiser etc.

**Training Platform,** New Delhi **Nov’11-Jan’13**

Manager – Business Development & Services

**Accountabilities:**

* Developing & executing Business Development Plans in order to deliver business growth & brand objectives.
* Producing, sustaining & incessantly updating the databases of probable clients, competitors & keeping update of the business opportunities available in the market.
* Conducting periodical surveys of the competition by checking out various available means of information.
* Scheduling, performing & applying various BTL activities for brand promotions.
* Marketing through various Social media marketing like Facebook, Twitter, SEO, and Blogs.
* Liaising with customers, identifying requirements for programmes, passing on information to Content Managers & Programme Facilitators.

**Highlights:**

* Conducted Blitz Campaigns, Brand visibility increase through social media marketing.
* Acquired clients - Apollo Munich, Xerox, Panalpina

**Jet Airways (I) Pvt Ltd,** New Delhi **Apr’06–Nov’11** Cabin Crew In-charge

**Accountabilities:**

* Responsible for the flights documentation, safety adherences and procedures
* Managing a new team everyday and ensuring company's prescribed standards are not only met but also positively reinforced and exceded
* Customer complaint handling and solving
* Increasing revenue of the company by finding diferent ways to sell duty-free products and encouraging its CRM by encouraging fliers to join the membership programme.



***\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_CERTIFICATIONS\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***

Certified by the **Berklee College of Music** in the course of Developing Your Musicianship offered through Coursera



***\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_SCHOLASTICS\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***

* Pursuing Post Graduate Diploma in Marketing Management from **Narsee Mongee Institute of Management Studies (NMIMS)**, Mumbai. (ending 2017)
* B.A in Economics and Political Science from School of Open Learning, **Delhi University** in 2010.
* Diploma in Aviation, Hospitality & Management from **Frankfinn Institute** of Aviation, Hospitality & Management, New Delhi in 2006.
* XII from **St. Wilson’s College**, Mumbai in 2005.
* X from **St. Anne’s High School**, Mumbai in 2002.

***IT SKILLS:*** *Well versed with MS Office (Word, Excel, and PowerPoint & Outlook) & Internet Applications.*



***\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_PERSONAL DOSSIER\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***

Date of Birth 16th November 1986

Address House No 278, HUDA Plots, Sector 56, Gurgaon - 122001