

# Pankaj Thakur

## Marketing & Sales Manager

Seeking a managerial role on business operations and give efficient and effective solution that would help organization to sustain its competitive advantage and increase the overall productivity.

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## WORK EXPERIENCE

### Senior Sales Manager Swiggy

12/2018 - Present

Raipur, Durg- Bhilai & Bilaspur

#### Achievements/Tasks

- Part of launch team for both Swiggy Restaurant & Swiggy Stores business in Raipur & Bhilai-Durg. Onboarded 450+ Swiggy partner to drive sustainable business growth on online platforms through various Organic/Inorganic growth levers.
- Manage 1.5cr+ GMV portfolio & handle team to on-board new restaurant & drive city parity targets to match competition in the region.
- Driving RPO targets for the region across different products: Discounts, CPC, CPV & User Targeting ads.
- Coordinating with cross-functional vendor manager teams for MIS/reports to match restaurant health matrices to achieve & deliver enhances customer's experience.
- Successfully retain key accounts restaurants and ensure month-on-month growth, identify levels of improvement on the restaurant delivery process, & tackle operational issue.

### Senior Business Development Manager Aesthetic Group

11/2015 - 10/2018

#### Achievements/Tasks

- Maintain a fruitful relationship with the company key clients of different projects to continuously generate business.
- Plan and execute marketing campaigns of the different projects (housing schemes) through digital media (in collaboration with agents) and below the line marketing tools.
- Managing field executives as team leader, for successful deal closure & achieving targets.
- Coordinate with team of real estate agents and business development executives.
- Supervise the daily operations of researching new client acquisition & leads, setting up meetings for pitching and converting the leads into business.

### Enterprise Account Manager Value First

02/2013 - 09/2015

#### Achievements/Tasks

- New business development Managing corporate sales(digital/online).
- Identification and segregation of potential Market Segments.
- Market research, competitor's analysis, and operational work, sourcing inventory.
- To pitch products and services to the corporate and convert them into clients and generate revenue.
- To building relationships with multiple departments of clients and increase their transactions.

## SKILLS

Business Strategy & Growth

Business Development & Planning

Relationship Management

Business growth and retention

Team Mangement

## PERSONAL PROJECTS

### Radical change in farming (10/2018)

- Awarded as progressive farmer award by Rastriya Chemical fertilizer for peak production of tomato crop with sustainable farming practices.
- Awarded by Krishi Samridhi group for remarkable contribution for helping farmers to develop new age automatic standalone fertigation system in Natural farming.
- Successfully managed ways to convert chemical farming practices into natural farming.

## EDUCATION

### Master of Business Administration

ICFAI Business School

07/2011 - 03/2013

### Bachelor of Engineering CSVTU

08/2006 - 04/2010

## LANGUAGES

English



Hindi



## INTERESTS

Gardening

Cycling

Swimming