



# Parixit Dwivedi



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## Objective

To obtain senior management position with a professional organization that encourages independent thinking while staying true to the company's core values.

## Profile

A Marketer & Salesman with 15+ years of experience in diverse industries and demonstrated ability to manage and motivate cohesive teams, Channel Partners & Associates that achieve results for Sales & Business Development. Excel in managing multiple projects concurrently with strong detail, problem solving, and follow-through capabilities. Skilled at building brand through Online Marketing via Social Media and Search Engines, advertising, sales promotion, sponsorships, co-marketing and trade shows/ATL/BTL. Available for travel and relocation

## Career

**Sept 2019 – Till date:**

**Industry - Real Estate**

**Company –** Ranacos Group- The Mascot City

[www.mascotcity.in](http://www.mascotcity.in)

**Designation – A.G.M (Sales)**

### Duties:

- Managing relationships with key stakeholders & Enterprising Investors, Channel Partner & Associates for the Flagship project- The Mascot City, Lalru, Punjab.
- Building Franchise & Partnership for the commercial SCO's & Residential Project along with B2B & B2C sales.
- Negotiating terms and closing deals. Ensuring that all deals meet the required revenue and margin expectations.
- Handling Sales activities- ATL/BTL, Marketing Campaigns & Team-Management/Recruitment.

## Areas of Expertise

- Sales & Business Development.
- Digital Marketing & Brand Promotions.
- Target & Budget Management.
- Market Research & Competitive Analysis.
- New Market Development.
- Government, Corporate Tenders filing, Compliance & Documentation.
- Team Leadership & Supervision.
- Turnkey Projects & Compliances with agencies.
- Operations Management & International Sales.
- Head-hunting & Recruitment with Payroll & H.R.M.

## Academics

**M.B.A** - International Business & Marketing – 2005-2007

**Bachelors** - Automobile Engineering- 2002-2005

**Diploma** – Automobile Engineering – 1999-2002

**April 2018 – Sept 2019 (1 years 6 months):**

**Industry - Real Estate**

**Company** – J.A.E.P.L.-Unit of I.Q. Enterprises

[www.jaiambeyestates.com](http://www.jaiambeyestates.com)

**Designation** – General Manager (Marketing & Sales)

**Duties:**

- Developing Channel Partner & Associates for Flagship project- The Grand Plaza & Grand Homz, Rajnagar Ext. Ghaziabad, U.P.
- Handling constructions, labours, Sales activities along with Vendor Management, Team-Recruitment & Business Development.
- Following the guidelines prescribed by RERA & other regulatory bodies and maintaining the Architectural & sales integrity for the company.
- Digital Marketing-Mapping-SEM & Social Media Marketing
- Marketing Events, Exhibitions, Brand Launch & Perception, Creative Promotions & Placements Online & Offline.

**Jan 2015 – April 2018 (3 years 4 months):**

**Industry - Manufacturing**

**Company** - I.Q. Enterprises (India) Pvt. Ltd.

[www.q-manager.com](http://www.q-manager.com)

**Designation** – Dy. General Manager (Marketing & Strategy)

**Duties:**

- Business Development, Channel Sales/Partners Development
- Marketing Events, Exhibitions, Brand Launch & Perception, Creative Promotions & Placements Online & Offline
- Database & Competitor Mapping, Corporate Communication - Internal & external
- Creative Direction, Design Projects delivery, Brand Promotion & Marketing-Planning, Placement & Opportunities
- Digital Marketing-Mapping-SEM & Social Media Marketing
- Corporate Sales & institutional Sales, SOP's, New Business Strategy & Market-Research, Business Proposals & Presentations, Team Handling,
- Mobile App wireframes & Deployment, Website Layouts, Design Development & Creative strategy.
- Handling Global & Pan India - Marketing Activities- Both Online & Offline.
- Promotional Campaigns, ATL, BTL Activities, Product Launch and Strategy, Business Insight and Data Analysis- SWOT & Competitive Metrics, Vendor Relationship, Channel Distribution,
- Viral Marketing, PPC-Google AdWords, Bing ads and Social Platforms, Social Media Promotions and Marketing, Print and Media Ads, Creative Conceptualization, Creative Direction,
- Team Management, WFM, Big Data Mapping and Technological advancement, Project leadership and Execution,
- Product Sampling & Campaigns, Product and process research, R&D-Manufacturing, Sales, Operations, & Marketing, New Product development and Activation.

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## I.T. Skills

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MS Office Suite, People Soft CRM, Corel Draw, Adobe Photoshop, Google Analytics, Google AdWords /AdSense & Display Media Platform

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## Personal Details

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**D.O.B** – 1<sup>st</sup> July 1984

**Gender-** Male

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## Awards & Recognition

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- 3 times consecutively Highest Gross Selling Sales for year 2018-19. JAEPL-6.25 Cr,8 Cr & 9.75 Cr in revenues.
- Voluntary Member of N.G.O - Vanvasi Kalayan Sansthan.
- Recognized Lifetime Member of Automobile Association of India, Chennai.
- Recognized Lifetime Member of Association of Engineers.
- Member of JAI- Journalist Association of India & Journalist Federation of India 2014-17'.

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## Affiliations

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AIMA, IMI, N.G.O-Vanvasi Kalayan Sansthan, AIEA, JAI

**Feb 2012- Jan 2015 (3 years):**      **Industry – Brand Consulting & Agency**

**Company:** Media Mantra InfoSolutions Pvt. Ltd.      [www.mediamantra.co](http://www.mediamantra.co)

**Designation:** Manager- Marketing & Ops

**Duties:**

- Taking charge of the commercial, technical and organizational interests.
- Providing leadership to the managers of the finance, HR, business development and IT departments.
- Ensuring that all deals meet the required revenue and margin expectations.
- Presiding over the organization's day-to-day, month-to-month, and year-to-year operations.
- Supervising and overseeing all matters on the commercial side.
- Developing and managing accounts.
- Developing the business in new markets.
- Promotional Campaigns, ATL, BTL Activities, Product Launch and Strategy, Business Insight and Data Analysis- SWOT & Competitive Metrics, Vendor Relationship, Channel Distribution, Viral Marketing, PPC-Google AdWords, Bing ads and Social Platforms, Social Media Promotions and Marketing, Print and Media Ads, Creative Conceptualization, Creative Direction, Team Management, WFM, Big Data Mapping and Technological advancement, Project leadership and Execution, Product Sampling & Campaigns, Product and process research, R&D- Manufacturing, Sales, Operations, & Marketing, New Product development and Activation

- **Company:** [BDS Diamonds](#)

**May 2010- Jan 2012 (1 Year 9 months):**      **Industry - Jewellery & Recruitment**

**Designation:** Marketing Manager

- **Company:** [Orchid Consulting](#)

**March 2006-April 2010 (4 Years):**      **Industry – IT Consulting & Human Resources.**

**Designation:** Business Manager

**Place:** Chandigarh

**Date:**

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## Hobbies

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Singing, Cooking & Driving.

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## Strengths

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Quick Learner, Adaptive, Assertive, Multi-Tasking, Result Driven, Love Professional Challenges & My Family

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## Weakness

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Curious, Emotional, Workaholic

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## Remuneration

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Current CTC: Rs.10 Lakhs P.A

Expected CTC: 40% Hike

Notice Period: Immediate

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Parixit Dwivedi