**Resume**

***M.B.A-Marketing* with 24 yrs Experience in Sales, Marketing & C.R.M.**

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***JYOTI SWARUP MISHRA* Email:- jsmishra35@gmail.com**  
 **Mobile:**  **+91- 8249224294.**

***Qualification Details***

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| **Professional Qualification** | **Board / University** | **Year of Passing** |
| **PGDM-M.B.A.**  **Major:Marketing Management.**  **Minor:H.R.Management.** | **Institute of Professional Studies And Research**,***Cuttack, Odisha***. | **1997-1999.** |
| **D.C.P.A*(Computer Course)*** | **TULEC**, ***Cuttack***. ***Odisha***, | **1996-1997.** |
| **Academic Qualification** | **Board / University** | **Year of Passing** |
| **Matriculation (10th )** | ***Board of Secondary Education***, **Cuttack, Odisha**. | **1991** |
| **Intermediate (I.Sc-+2)** | ***Council of Higher Secondary Education***, **BBSR, Odisha**. | **1993** |
| **Graduation (B.A.- +3)** | ***Osmania University***, **Hyderabad**. | **1996** |

***AREAS Of SKILLS PERIODICALLY – 24 yrs :-***

***LUBRICANT SECTOR------------------------- 1.7 yrs.***

***MAN GUARDING SECURITY SECTOR ------- 2.3 yrs.***

***REAL ESTATE SECTOR -------------------------15 yrs.***

***I.T.E.S. SECTOR---------------------------------- 5 yrs.***

***Selfskills and Qualities***:

* **Leadership and Team Management - Attract, Coach, Motivate, Develop & Evaluate team members**
* **Marketing Management – Creating Awareness by implementing Effective Marketing Strategies, Brand Management.**
* **Financial Management - Budget, forecast, review financial statements and manage business metrics**
* **Customer Relationship Management- Documentation, Billings and Collection.**
* **Business Management - Understand strategy, decision-making, work flow and vital business function**

**Brief of Professional Experiences**

***Present Job:-***

***2021 Oct ---- Till Date – C.M.O.(Pan India)-Assured Petro Specialities Pvt. Ltd, Odisha :-***

***Being the Chief Marketing Officer, my responsibilities includes the entire Management of the distribution channels throughout India along with Manpower management consisting a team of around 50 personnel Pan India wise. Apart from it ,the formulation of Sales and Marketing strategies were primarily carried out.***

**Previous Experiences :**

1. ***2019 June--2021 Sept -C.G.M.(Sales Operation)– Z3 GRUP SECURIORS PVT LTD.Cuttack, Odisha.***

***This company is a mid-sized Man Guarding Security services provider. The manpower strength is more than 250.***

***I was involved in sales & operation management for enhancing the business graph. Basically, identifying the market, Lead Generation and closing the sales are the prime objectives . Managing a team of sales force throughout the state of around a size of 10 – 15 personnel. Responsible for the growth of revenue generation. Dealing with various corporate and industrial segment clients for providing services. Maintaining Customer relationship management.***

**2. 2012 Aug --- 2019 May :- G.M –Sales & CRM in Supratik Infra Ventures Pvt.Ltd. Bbsr, Odisha.**

**(Joined as D.G.M. and left as G.M. –Sales & CRM)**

***This company is into construction of Apartments, Duplex and Township Projects for both Commercial & Residential purpose.***

***My basic responsibilities were :-***

***Strategic Role:   
- Focus on Commercial & Residential Real Estate business opportunities.   
- Managing a team of 25-30 personnel for sales & Marketing Activities.    
- Customer Relationship Management.   
- Planning, implementing marketing activities and programs to generate business.   
- New account development and key account management.   
- Analysis and identification of potential markets.   
- Ensuring more tie ups happen resulting in more leads through various internal channels and other third party referral channels.Accountable to the Board of Directors for revenue generation.***

**3. 2007 Nov – 2012 July :- G.M –Sales Operation, in SIDHI SAI PROPERTIES PVT LTD. Bbsr, Odisha (Joined as A.G.M.(Sales) and left as G.M. –Sales Operation)**

**The company was into Plotting, Apartments, Duplex project, Commercial complex for Corporate Leasing.**

***Operational Role:***

***- Monitor market intelligence in the industry in terms of market development, competitive activity, new customer .***

***- Co-ordination with Business Development Managers and Regional Sales Managers on multiple projects across all***

***locations to tap new business opportunities.***

***- Handling meeting with key clients.***

***- Legal co-ordination for tie ups with new clients.***

***- Maintaining Customer Relationship Management.***

***4. 2004 June – 2007 Oct:- V.P. - Sales & CRM ---- SHREYA GROUP OF CON LTD, Bbsr, Odisha.***

***(Joined as Branch Sales Head and left as V.P- Sales & C.R.M. of the Entire state)***

***The company was into plotting , Apartments consisting of residential and commercial complexes and Townshipprojects. Initially as a Branch Sales Head I was in charge of carrying out all the activities required to run the branch smoothly. Starting from manpower management to sales and marketing management was the basic responsible. I had carried out Various marketing activities like market identification , segmentation, targeting the prospects and positioning our product. Latter on I formulated the sales strategy with the coordination of the management board and implemented them for effective results. I had also organized several promotional activities for mass campaigning. I was totally accountable to the board for the performance of my department. I was managing a sales force of around 30-40 nos. Scrutinizing agreements and Collection of dues as per timing.***

**5. 2002 May to 2004 May :- A. V.P.- Sales & Mkt (East) in DATAWIND LTD :**

**(Joined as Sr. Manager (Sales & Mkt. ) and left as A.V.P (Sales & Mkt.)**

**The company is a Internet Service Provider. Datawind is the manufacturer of wireless web access Products named as Pocket Surfer & UBI Surfer. I had carried out several activities like Market Research, Market Segmentation, Promotional Schemes, Launching, ATL, BTL, channel appointment, management and merchandising. My roles included to carry out effective Sales Forecasting, Distribution Strategies, Marketing Strategies and after sales activities. To manage the entire operation state-wise, I had recruited and managed a team of Sales force which was around a size of 50 personnel. Along with the Odisha state, I also had to look after four other states that were West-Bengal, Chhatisgarh, Jharkhand and Bihar.**

**6. 06.05.99 to 04.04.2002 :-Sr.Manager(Sales) – IT, M.S.Group Of Consultancy,Cuttack,Odisha**

**(Started as Asst. Sales Manager and left asSr. Manager (Sales )**

**During this period I was carrying out the Sales& Marketing activities as well as the channel Management of the Unit named “M.S. Group of Consultancy”. I have been managing a team of around 10-12 personnel. During this period I had marketed several customized software projects for various clients of different industries. In the hardware division we were the distributors for various brands such as H.P., Logitech, Compaq, HCL, Samsung, LG, Intex, Simtronics etc for branded Pcs and accessories.**

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| |  | | --- | | **Personal Information** | |
| |  | | --- | |  | | ***Date of Birth:*** ***2 Dec 1976.***  ***Marital Status :Married***  ***Languages Known : English, Hindi, Odiya, Bengali.***  ***Religion : Hindu***  ***Gender:  Male***  **Nationality:**  ***Indian***  **Passport Number : *B 0114334***  ***-----------------------------------------------------------------------------------------------------------***   |  | | --- | | **Professional & Educational Details** | | |
| |  |  | | --- | --- | | **Work Experience--** | ***24 years*** | | **Skills----------------** | ***Top level Marketing/Sales mgt, Customer Relationship Mgt.*** | | **Industry------------** | ***Real Estate, I.T. , Security, Lubricants.*** | | **Category------------** | ***Marketing Mgt, Sales Operation, CRM, Team mgt & Event Management.*** | | **Roles----------------** | ***VP/ GM/Head-Marketing/Sales/Customer Relationship MGT*** | | **Last Employer-----**  **Current CTC--------** | ***Assured Petro Specialities PVT. LTD., Cuttack, Odisha, INDIA****.*  **Rs.24** *Lacs/Annum.* | | **Highest Degree Held-----------------** | ***M.B.A****.- Marketing Management.* | | **Preferred Job**  **Location------------** | *Anywhere* | |

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| |  | | --- | | **Contact Information** | |
| **Jyoti swarup Mishra**  **S/O *:Late. Madhu Sudan Mishra.***  ***Jobra Main Road,Cuttack,***  ***Odisha,Pin-753003.India*** | **Email:- jsmishra35@gmail.com**  **Mobile+91-8249224294.**  **Current Location: *Cuttack, Odisha, India.*** | |

**Curricular Activities** :- ***Tabla Player, Guitarist, Organiser of Musical Events.***

**Hobbies:-*Driving both two & four wheeler, Reading Books, News paper & Magazines, Playing Chess etc.***

**DECLARATION :**

***I do hereby declare that all the information furnished above is true to the best of my knowledge.***

***Date : . .22 Jyoti Swarup Mishra.***