

**09990881697**

**GOURAV KUMAR DUBEY**

**gourav.dubey@yahoo.com rraajjpoojary@gmail.com**





**Mayur Vihar, Ph-3, Delhi -110096**

***Hard- working, Achievement-driven professional****, targeting challenging assignments in* ***Marketing / Key Account Management*** *with a leading organization of repute in* ***E-Commerce*** *Industry; preferably in* ***Delhi NCR...***



**Profile Summary**

* 7.5+ years of extensive experience in Marketing – key Account Management, Channel Sales, General / Modern trade marketing, B2B Sales, Key client servicing, Display/Distribution based sales – trade marketing & BTL activities.
* Currently handling B2P (Pharmacy) – BabyHug( baby/ mothercare segment ) & B2H (Hospital – 700+) - both verticals for entire Delhi NCR region, with the team strength of 10 people.
* Developing critical pillars to drive long term growth of enterprise, through offline (30+ firstcry stores) in Delhi NCR.



**Work Experience**

**July’20 – Till date Firstcry.com, as a Regional Manager - Delhi NCR**

**Key Result Areas:**

* Engaged in managing the B2P, B2H Marketing, Brand Promotions, field activities for in-house brands like babyhug, & hospital based - B2B Sales.
* In B2P mainly responsible for channel sales through entire delhi ncr-pharmacies to increase the value of our fast moving consumer baby / mothercare products through general / modern trade based distribution sales.
* Handling a team of Sr. account manager / account managers- marketing from delhi ncr & executing the proper communication down the line to meet individual & team targets on daily/monthly & quarterly basis.
* Reviewing BTL activities such has promotions, distribution & display selling/ stock keeping Margin up / down norms on regular basis.
* Responsible for trade marketing management process and solutions with external and internal customers to grow the categories.Planning & execution of Trade marketing promotions/programs for the entire brand portfolio across channels/region.
* Forecast on monthly, quarterly & yearly targets to achieve primary / secondary sales.

**1st July’19 – 1st July’20 Firstcry.com, Delhi NCR as a Sr. Account Manager – Marketing**

**Key Result Areas:**

* Handled a team from North regarding marketing & brand Promotional activities.Majorly responsible for entire Delhi NCR & Punjab region. Handled client onboarding within the territory & their entire marketing, promotion & sales activities.
* Handled Pfizer brand activities for its PVNER’13 products, responsible for their marketing, promotions, & brand awareness within the delhi ncr.
* Supported regional marketing teams for promotions / activations, new product launches & retail management.

**1st Jun’13- 1st Jun’19 Firstcry.com, Delhi NCR as an Account Manager – Marketing**

**Key Result Areas:**

* Handled a team from North regarding marketing & brand Promotional & BTL & vendor management activities of associated different brands like Pigeon, Lenskart, Johnsons, and Unicharm & Libero.
* Handled Brand-promotional & Market research Projects of different brands/products like Savlon , Aviva, Johnsons, Pigeon , Unicharm, on monthly basis pilot projects for clients/ brands, to get the related feedback from consumers & different scenario on forecasting.
* Handled Catalog designs & various coupons for organizations, product packaging, to senior management & monitoring the safe distribution of products & services within the entire territories.

**Education**

2013 **PGDM (IT & Marketing)** from ITS Institute of Technology & Management, Ghaziabad

2010 **B.Tech. (IT)** from SRM institute, Delhi, SRM University

2006 **12th** from MS Inter College, Ghaziabad, U.P. Board

2003 **10th** from SSK. Sr. Sec. School, Ghaziabad, U.P. Board



**Personal Details**

|  |  |  |
| --- | --- | --- |
| Date of Birth |  | : 1st June 1989 |
| Languages Known | | : English and Hindi |
| Address |  | : Mayur Vihar, Ph-3, Delhi - 110092 |