

# DEEPAK KUMAR

Sector-12/F, Q.No.2253, Bokaro Steel City

Bokaro ( Jharkhand ) Pin code- 827012

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## OBJECTIVE

Seeking opportunities to scale new heights in the career with satisfying organisational needs and also ensure my growth and learning.

## WORK EXPERIENCE

Currently associated with **(Tops) G.D. Foods Manufacturing (I) Pvt. Ltd. as a RSM September, 2006 to till date**

**Organization profile:** Founded in 1985 by a leading luminaries, G.D foods Mfg (I) Pvt Ltd is a FMCG company and has created a niche for Providing quality products at affordable price.G.D foods under its Brand "TOPS" develop and provide wide spectrum of quality processed foods. Diverse category of the products is culinary sauces, jams, jellies, tomato ketchup, instant mixes and custard powder.

### Key Responsibilities Area's:

- **Advertising/Branding Initiative:** Established strong image for Organization-respect, trust, Integrity-through marketing activities including website messages/design, logo development and promotional materials for stronger/credibility of the company.
- **Staff/Team Development:** focused sales team efforts on qualifications of high yield prospective clients leading to increase in number clients with less time commitments.
- **Sales Initiative/Promotion:** fostered retail market share through combination of cross merchandising, strategic alliances and centralized pricing integration.
- **Analyzing and making use of market information & personal network** to develop marketing intelligence for generating leads. Identifying new ways and methods for revenue growth & developing marketing plans to build a base
- **Evolving market segmentation & penetration strategies** to achieve targets.
- **Spearheaded efforts to task force responsible for designing and implementing new and product division across**
- **Multiple product lines.**
- **Developing relationships with Consultant & decision-makers in organization for business development.**
- **Interfacing with clients for obtaining feedbacks, suggesting the most viable product range and cultivating relations with them for securing repeat business.**
- **Provide technical service support to clients and resolving their issues.**
- **Customer Relationship management.**
- **Manage Company's Marketing & PR Activities.**
- **Manage the company's Direct / Channel Marketing initiatives including Online/ Web-based communication/ Direct Mailers, Newsletters, etc.**
- **Plan the company's marketing calendar, events, tradeshow & seminars throughout the year.**
- **Organize & Co-ordinate leads generation campaigns, customer acquisition/loyalty programs/relationship programs, targeting trade/ channels and end customers.**
- **Manage Relationship with PR Agencies, Media, and Publications/ Journals etc.**

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- Research, Compile & Disseminate Press Releases/ News Stories/ Featured Articles to Target Media via PR Agency.
- Creation & Maintenance of Channel / Customer Database, and ensure regular News outflows on company product/ performance news/ updates, promotions, Success/ Major Wins etc Arranging Media Coverage, Press Meets for Brand/ Company Image Building etc.
- Device Programs/Sales Forecasting etc via Regular Channel Interaction for Field Inputs, Analysis.
- Develop Promotion Schemes, Awards for Channel with Regional and Country Sales Head.
- Manage Company website content / search engine optimization with agency on regular basis.
- Assisting or facilitating the formation of local coordinating and consultative groups on disability work and disability issues.
- Seeking out initiative and nurturing contact with Government agencies both at national/regional level.
- Plan and Organize workshops /trainings in a time bound manner.
- To network with existing services in the local community in order to ensure access to educational,vocational ,medical and socio-economic care.
- Provide support to programme Department with specific information related to advocacy and related issues.
- Support the Regional director and Programme department in the formulation of regional planning.

#### **Achievement:**

**Best Performance & Target Achiever Award received in the Year of 2007 & 2008 as well.**

Worked with Knight Queen Ind. (P) Ltd., New Delhi as **Sales Officer** since **September 2004 to Aug, 2006.**

#### **Job Profile**

- Visualising goals to team members.
- Running awareness program.
- Motivating group to achieve target.
- Briefing customers about product.
- Giving feedback to the ASM regarding market & competitors movement as well.

Worked with **Britannia Ltd., Jamshedpur** as a **Marketing Executive** from **March 2001 to Dec.2002**

#### **Job Profile**

- Supporting team members to achieve targets.
- Making strong and beneficial association with the customer
- Promoting new products in market.
- Providing services to our customer at optimum level

**Area of Knowledge:**

Good knowledge to read market trends and setting targets, strength to promote business.

**PROFESSIONAL QUALIFICATION**

“Post graduate diploma in Sales & Marketing Management” from **Kumaun University in 2004**. Full time course.

**TRAINING / INTERNSHIP**

Worked on a live project titled “**Analysis the distribution strategy**” in Sudha Milk Co-operative Society, Bokaro.

**COMPUTER PROFICIENCY**

- Operating Systems- DOS, Windows
- Packages and Database- MS Office.

**PERSONAL INFORMATION**

Father's Name : Shri Maheshwar Ojha

Permanent Address :

Date of Birth : 01-11-1979

Gender : Male

Marital Status : Married

**STRENGTHS & WISDOM**

Good communication and interpersonal skills and a natural flair for man management are some of the soft skills that I believe I have endowed with.

My analytical aptitude and decent sense of humour provide me enormous help in tackling complex problems.

**Deepak Kumar**