**RAVI SHEKHAR**

**Mobile: 09871552193**

**E-Mail: shekharavi@hotmail.com**

~ SALES & MARKETING PROFESSIONAL ~

Industry Preference: Building & Construction Material

**PROFILE SUMMARY**

* A dynamic professional with nearly 7 Year'sof experience in:

~ Sales & Marketing ~ Business Development ~ Specification

~ Team Management ~ Customer Relationship Management ~ Product Promotions

* Currently associated with **Somany Ceramics Ltd. As a Sr. Territory Manager - Noida**
* Resourceful in analysing trends & requirements, organizing promotional campaigns, establishing new channels and accordingly implementing business strategies
* Proven abilities in achieving / exceeding targets, opening new and profitable product/service markets
* Expertise in Specification , generating revenue from the project (Either government or private ) and driving new business through key accounts
* Proficient in cementing healthy relationship with clients & channels and rendering effective service
* An effective communicator with proven presentation, analytical, negotiation and relationship management skills

**CORE COMPETENCIES**

**Sales and Marketing**

* Preparing and executing sales & marketing plans for promoting various products as per macro plans of the company
* Steering sales initiatives & achieving desired targets, exploring sales avenues to build consumer preference and driving volumes, thereby achieving increased sales growth across the region

**Business Development**

* Implementing business development plans for achievement of revenue and profitability targets
* Identifying & networking with prospective clients, generating business from the existing accounts and achieving increased sales
* Getting Approvals in different project it may be Private project or government Project

**ORGANISATIONAL EXPERIENCE**

ue**Jan'16-’ with Somany Ceramics Ltd. as Sr. Territory Manager- Noida**

**Role:**

* Handling functions pertaining to appointment of dealers/distributors and accountable for bagging projects in Uttar Pradesh
* Working in collaboration with architects and building consultants for business promotion
* Interfacing with contractors and builders and Applicator for attaining business goal
* Accountable for planning & organizing conferences, campaigns and fairs at regional level
* Conducting quality surveys and reporting to the management for improvement
* Query generation, sales promotion, feedback from market, brand development, competitor brand monitoring
* key account holding and nourishment, outstanding and complaint handling,
* Handling private as well as government Project in Assigned Territory .

**March '13- Dec'16 with Orient Bell Ltd Pvt. as Territory Manager - Delhi**

**Role:**

* Closely Working in collaboration with architects and building consultants for getting approvals .
* Interfacing with contractors and builders and Applicator for attaining business goal
* Accountable for planning & organizing conferences, campaigns and fairs at regional level
* Conducting quality surveys and reporting to the management for improvement
* Query generation, sales promotion, feedback from market, brand development, competitor brand monitoring
* key account holding and nourishment, outstanding and complaint handling.
* Handling private as well as government Project in Assigned Territory

**Dec'11- Feb’ 13 with Restile Ceramics Ltd . as Sale Executive - Delhi**

**Role:**

* Closely Working in collaboration with architects and building consultants for getting approvals .
* Interfacing with contractors and builders and Applicator for attaining business goal .
* Generating leads through cold call.

**ACADEMIC DETAILS**

|  |  |  |  |
| --- | --- | --- | --- |
| **Qualification** | **Year** | **Board/ University** | **Percentage** |
| B. Tech. (P.E.) | 2005-2009 | P.T.U.(Beant college of egg. &tech. gurdaspur.Established by Govt. of Punjab ) | 70.% |
| HSC (XII Std.) | 2004 | DAV Barauni /C.B.S.E. | 64.% |
| X Std. | 2002 | DAV Barauni/ C.B.S.E | 55.% |

**IT Skills:**

* MS Office (Word/Excel & PowerPoint) and Internet Applications

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

**Aspiring to grow and learn……**

Date of Birth: 12 November 1987

Languages Known: English and Hindi

Address: C- 94, 2nd floor , C Block, Pandav Nagar, Delhi -110092

Location Preference: Delhi NCR