

## Associate/ Senior Associate/ AM - Mobile Marketing (Sales & BD)

Seeking challenging assignments in the field of Sales & Marketing/Key Account Management/  
Business Development with an organisation of repute in Indian Market

### An Overview

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- A competent candidate with substantial amount of exposure to the field of Sales & Marketing, International Sales, Key Account Management, and Bid management.
- **Currently working with Geodesic Information's Systems Limited as Manager – Sales and Marketing.**
- Have worked with **as Ahoy Telecom Asst. Manager - Sales and Marketing** with Key account management responsibility for PSUs & Govt. Org.
- Successfully completed summer training at **Larsen and Toubro.**
- As part of MBA curriculum, carried out a project and dissertation on **“Competitive Analysis of Consumer Durables”** on behalf of LG.
- A tech savvy individual, competent in a wide array of skills ranging across, C, Oracle, MS Project, MS office to name a few.

### Academic Details

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- **MBA in Marketing & Finance**, Regional College of Management, Delhi University in 2008
- **BA in Economics** Agra University.

### Domain Knowledge

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- Instrumental in maintaining **relationship with customer** for the smoother execution of projects as well as in getting new Business.
- Identifying causes for dissatisfaction among customers & taking steps to over come the same.
- Building & maintaining healthy relations with clients; ensuring maximum **customer satisfaction** for referral business and program.
- Implementing **marketing strategies** to build consumer preference.
- Monitoring and keeping collections under control, and ensuring timely recovery of outstandings.
- Conducting competitor analysis by keeping abreast of market trends and competitor moves to achieve market share metrics.
- Proficient in carrying out market research and monitoring the competitors' moves and the prevalent trends in the industry
- Hands on experience into **product branding.**
- Devising innovative **sales promotion** with the help of **advertising, Internet, mobiles, websites etc.**
- Bid & Proposal management
- Monitoring & supporting commercial Proposal Preparation (**Manpower & resource planning, Project Costing, Cash Flow & P&L**).
- Monitoring & controlling bid & project documentation.
- Commercial Negotiation & closing sales calls.
- **Project Planning & Project Schedule** finalisation in coordination with Project delivery team.

## Associate/ Senior Associate/ AM - Mobile Marketing (Sales & BD)

### Professional Overview

**Geodesic Information's Systems Limited**

**(Feb'11 – Till date)**

**Currently working as Manager - Sales and Marketing**

**Reporting to the Assistant General Manager, Sales & Marketing**

#### Key Highlights:

- Key Account Management for all type of customers (operators, OEMs, Tower companies, MIAL, & all other customers).
- **Business Development for new products & Solutions**
- **New Client Acquisition & Management** in the circle
- **Customer Relationship Management**
- **Sales, branding and promotion.**
- Pre-sales/Bid Management
- Project Monitoring & Control for the ongoing projects with key customers.
- **MIS & Documentation Management** of the ongoing projects as well as executed projects for future reference.

**Ahoy Telecom**

**(OCT '08 – Feb'11)**

**As Asst. Manager - Sales and Marketing**

**Reporting to the Vice President, Sales & Marketing**

#### Key Highlights:

- Key Account Management for BSNL in East Zone, south Zone & Part of west zone and MTNL.
- Business Development in the zone for existing services as well as new services with Customers
- Customer Relationship Management for a smoother execution of projects as well as for future business opportunities
- New Client Acquisition & Management: Talking to new client and proposing them the offerings of GTL to cater their current requirement/ up-gradations for betterment.
- Pre-sales Management- Enquiry generation, Preparation of Bid and submission of Bid
- Project Monitoring- Keeping eye on project execution for effective and timely execution & delivery of work.
- MIS & Documentation management for ongoing projects, past projects & new projects.

**Gitanjali Hi Tech Systems**

**(Feb'08 – Sept'08)**

**As Relationship Executive**

**Reporting to the Regional Manager**

#### Key Highlights:

- Sales & Business Development.
- New Client Acquisition in the Circle

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- Instrumental in building relationship with customers in the circle
- Identifying and addressing business opportunities and prospects with existing/ new customers
- Catering to customer issues and resolving them.
- Interacting with the customer for all outstanding issues.
- Communicating and coordinating with internal team for effective and timely Delivery.

### Summer Internship

Larsen and Toubro

(Duration: 2 months)

#### As Management Trainee

Duration : Two Month

Team size : 2

#### Key Highlights:

- **Training Module Topic:** “Market Share Analysis of Carbide Metal Cutting Tools” On Behalf of Larsen and Toubro ltd.
- **Brief description:** Conducted a survey on carbide metal cutting tools users (45 small scale industries), in Jamshedpur.
- **Achievement:** Presented them a content rich Market share analysis of carbide metal cutting tools users in Jharkhand & help the organisation in implementing marketing strategy and their further expansion plans in Jharkhand.

### Academic Project and Dissertation

#### “Competitive Analysis of Consumer Durables” On behalf of LG consumer durables”

Duration : one Month

Team size : 3

**Brief Description:** A survey has been conducted on the sales of consumer durables, at 38 outlets in Bhubaneswar.

**Achievements:** Helped the organisation in assessing the market shares, market trend and to plan & devise marketing strategies meet the market challenges.

### Computer Competency

Operating Systems : MSDOS, Win 95/98/2000/XP

Languages : C

Applications : MS Office, MS Project