

Satish Chandra Bhatt

Asst. Marketing Manager

Ghaziabad, Uttar Pradesh, Uttar Pradesh, Uttar Pradesh - Email me on Indeed: [indeed.com/r/Satish-Chandra-Bhatt/41cf9a8065305604](https://www.indeed.com/r/Satish-Chandra-Bhatt/41cf9a8065305604)

To play an active role in the growth of an organization using my Knowledge, Skills and Experience.

1) Present company:- Jk Lakshmi Cement Ltd.

Job profile:

- To achieve Sales Target.
- Network development by appointing dealers, ARS & non ARS
- To maintain brand positioning by minimizing band width.
- To provide market information & competitors activity to the management.
- To organize promotional activities such as meets of contractors/ masons; canopy activity; dealers & retailers activity.
- To visit & solve the site complaints.
- To maintain the rapport with the dealers & retailers.
- Depot management.

Designation: Asst. Manager Marketing

Working Since: 16th April, 2009- till date

Willing to relocate: Anywhere

WORK EXPERIENCE

Marketing Executive

NCR - July 2008 to April 2009

Achievements:

- Promoted our products in the NCR area in a specialized way.
- Took potential contracts (including material) of waterproofing from potential clients.
- Executed new systems of koba- "Cocentric circle method" in some infrastructure company.

3) Previous experience: Pidilite Industries Ltd.

Job profile:

- > Site/project sale: To generate enquiries by visit buildings sites.
- * To visit cement & paint dealers for generating site enquiry.
- * To sell them the "best concept of water proofing as a service" & finally our "product".
- * To visit the problematic sites & solve the problem with appropriate solutions.

- > Relationship building: To meet Architect, builder, contractor/applicator (Paint/waterproofing/civil/tile) & give presentation to them about our product.
- * To make the healthy relationships with them.

- > Activity management: Organizing the promotional activities of the respective clients/contractors for the awareness & branding of the product.
- * Placement of new/existing products in new/ existing outlets.
- * New product launch
- * Make samples of different products for product promotion & branding.

- Maintain MIS & database of our clients.
- Product training: Give training to the new joiners/executives of the new & existing products time to time.
- Market analysis: Study the market & make accordingly plan.

Cluster Market Development Incharge - Noida, Uttar Pradesh - October 2006 to June 2008

Achievements at Pidilite:

- Promoted of our shuttering oil in whole Gzb, Noida, Gr. noida & Bareilly.
- Placed our product in different outlets.
- Took initiative to promote new products in that area.
- Awarded the "STAR CMDI" of the company.
- Good relationship with applicators & contractors.

4) Previous Experience:

Employer: Eurobrass India Pvt. Ltd.

Job Profile:

- To generate enquiries from the project & make healthy relationship with builders, architects, Project/site managers etc.
- To meet the clients & give them the presentation about the company & its product.
- To sell the company manufactured bathroom fittings & accessories to the respective clients.

Project Marketing Executive

- March 2006 to September 2006

EDUCATION

Post Graduate Diploma in Management

Academy Of Management And Technology - Ghaziabad, Uttar Pradesh
2005

B.Com

"Guru Ghasidas University"
2002

SKILLS

ACCESS (Less than 1 year), CONFIDENT (Less than 1 year), EXCEL (Less than 1 year), POWERPOINT (Less than 1 year), TEAM PLAYER (Less than 1 year)

ADDITIONAL INFORMATION

Computer Proficiency

- MS-Office: Word, Excel, Powerpoint and Access.
- Having good working knowledge of Internet.

Avocations:

Playing Musical Instruments, Playing Football, Athletics, Drawing and Net Surfing.

Key Strengths:

Confident, Result Oriented, Diligent, Committed and Team player, Gregarious