**MANISH SRIVASTAVA**

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***Marketing / Business Development in the Real Estate Sector***

**Professional Snapshot**

An accomplished professional with **nearly 13 years** of total experience including **8** years inMarketing of space in Township, Apartments & Commercial, Land Acquisition, Broker Management and Sales Promotion **in the Real Estate Sector**. Proficiency in managing complete operations/business to accomplish corporate plans. Expertise in generating new outlets for enhancing sales; expertise in framing business development and branding. An enterprising manager with skills in directing personnel towards accomplishment of common goals without compromising on employer-employee relations.

**Competencies Overview**

***- Sales & Marketing - Network Expansion***

***- Project Management (Allotment, Launch, Agreements) - Land Purchase***

***Management of Broker Network - Coordination with Construction Team***

***- Liaison (Architects, Builders & Govt.) - Sales Promotion / Exhibitions***

**Employment Record**

**Since August 2013 with Vibrant Buidwell Pvt .Ltd., Delhi as Sr.Manager**

**Accountabilities**

* Developing new Business associates for Bhadurgarh Haryana.
* Promoting dealer for sale improvement & brand promotion (Road shows), Exhibitions.
* To develop & strengthen the dealer network for the sale.
* Providing after sale services to the buyers and getting the references from them.
* Co-ordinate for brochures, hoardings & other publicity activities.
* Achievement of Collection target in co-ordination with the sales team.
* Customer Support: Correspondence with the unit holders regarding the installments, latest scheme and get

references of prospective buyers.

* Lead generation through exhibition.

**June 2010 – July 2013 with Omaxe Ltd, Delhi as Manager**

**Accountabilities**

Overseeing the complete execution of U.P. having Hi – Tech City in different locations.

* Developing new business associates, Hi – Tech City for Allahabad and nearby areas.
* Promoting dealer for sale improvement & brand promotion (Road shows), Exhibitions.
* Corporate Sales like NTPC, Hindalco (Sonbhadra) Ariva, IFFCO, etc.
* To develop & strengthen the dealer network for the sale of ongoing and up coming projects of the company.
* Providing after sale services to the buyers and getting the references from them.

**Projects Executed**

* Hi-Tech City, Lucknow ,Group Housing
* ITC India Trade Centre Greater Noida.
* Hi–Tech City, Allahabad

**Mar’06 – Jun'10 with Ansal A.P.I, Delhi as Dy. Manager**

**Accountabilities**

* Overseeing the complete execution from Delhi of Rajasthan Projects having Townships in different locations.
* Managing the sales of space in Townships and Commercial buildings.
* Developing & implementing strategies to strengthen the Broker Network.
* Coordinating with site staff on various levels of construction and with Brokers for Land Purchase.
* Coordinating with brokers for land purchase.

**Projects Executed**

* Sushant City, Jaipur.
* Anand Lok, Jaipur.
* Anand Lok Extension, Jaipur.
* Sushant City, Jodhpur.
* Sushant Lok, Jodhpur.
* Sushant City, Ajmer.
* Business development for upcoming township at Kishangarh.

**Dec’04 – Feb’06 with RIGID Global (India), Delhi as Sr. Marketing Executive**

**Accountabilities**

* Dealing in turnkey projects with Architects & Builders for Corporate clients.
* Liaising with government departments for projects and providing the best services to the customers.

**Significant Contributions**

* Successfully participated in various Expo-Media (Office Furniture) for promotion of our products.

**Feb’04 – Dec’04 with Essae Teroka Ltd., Gurgaon as Sr. Sales Officer - Electronic Weighing Scale**

**Accountabilities**

* Dealing with existing clients and providing them the best services upto their satisfaction.
* Developing & implementing strategies to generate sales through dealers and new clients.

**Feb’02 – Jan’04 with Blow Plast Ergonomics, Delhi as Marketing Executive**

**Accountabilities**

* Managing the Corporate Marketing functions of the company to its various corporate clients.
* Dealing with Architects & Builders for projects.
* Carrying product campaigning inside and outside the Exhibition in 2002.

**Jun’01 – Jan’02 with Indian Express, Allahabad as Marketing Executive**

**Scholastics**

* **Post Graduate Diploma in Sales & Marketing** from National Institute Sales (NIS), Allahabad in 2000.
* **B.A.** from Allahabad University in 1996.
* **Diploma in Computer Applications** from Megabyte Computer Academy, Allahabad in 1990.

**IT SKILLS**

* Well versed with DOS, Windows ME and MS Office.

**Personal Dossier**

Date of Birth : 15th March 1974

Address : B-43, 2nd Floor, Ashoka Enclave-II, Sector-37, Faridabad –121002, Haryana

Languages Known : English and Hindi