

**SURYA KUMAR SINGH**

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302019

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**Profile summary:ummary**

* MBA (Marketing, Sales & International Business) professional with 6 months of experience in

Sales & Marketing

* Currently associated with Hindustan Coca-Cola Beverage Private Limited as Team Leader – Sales &Marketing
* Completed Six Sigma Course and attended training from Idea Cellular limited Delhi (NCR) project of UNR benchmarking across operators
* Skilled in working with the marketing team for producing sales collateral required for the target market
* Knowledge of gathering market and customer information and providing feedback on buying trends
* A go-getter with strong communication, coordination, analytical & networking abilities
* Work Experience

**Work Experience:**

* Working in Hindustan Coca-Cola beverage private limited from march-15 in marketing and sales as a sales team leader.
* Managing a team of 3 members, 5 distributors, 2 territories jodhpur territories(Jaselmer & Barmer)
* Conducting market research on competitors and rival products and submitting detailed reports
* Using insights gathering from research reports forcreating product positioning and messaging strategies
* Preparing and presenting product marketing documents, including key features, reasoning and
* product advantages
* Organizing product training programs for sales teams (internal and channel partners)
* Performing sales, trend and profitability analysis
* Identifying new markets and business opportunities, tracking sales and sending reports to the Sales Office
* Managing the sales process for new prospects from initial contact through to closure
* Dealing with customer enquiries in-person, over the phone or via email; contacting prospective customers and discussing their requirements

**Highlights**

* Received the Water King(Kinley Water) Award for achieving the highest growth of 400% forKINLEY Water product in Barmer territory
* Analyzing product features; evaluated factors that appeal to customers; provided valuabl inputs during the planning, design and development of Mintue Maid Juice Products
* Rolled-out product communication strategies such as advertisement(400 ml coke) to ensure high brand recall and product engagement by end-users

**Education Qualification:**

* MBA in marketing & sales and international business from amity University , Jaipur (2013-2015)
* Bachelor of Physiotherapy, from Rajasthan university of health science , Jaipur (Rajasthan) (2006-2012)
* Senior Secondary from Rawat senior secondary school, Jaipur, Ajmer board(2003-2005)

**Training and Project:**

* Done training from Idea cellular limited Delhi (NCR) project of UNR benchmarking across operators..

**Additional Qualification:**

* Six sigma course(AUBSI)

**Conferences and Seminars:**

* Attended the international conference on management perspectives in Amity University Jaipur
* Attended the marketing summit on the green marketing in JK Lakshmipat University Jaipur

**Activities/Achievements:**

* Participated in the amity green horns military training camp
* Participated in various sports activities in MVGU
* Annual Sports & Cultural Event: Football (Ist Position) & Volleyball (IInd Position M.V.Global University 2012

**Hobbies**

Watching & playing cricket, Reading newspaper & travelling,listening Music

**Languages known:**

* English, Hindi ,german

**Declaration**

*I do hereby declare that the information provided above is true to the best of my knowledge and belief.*

Place: Signature:

Date: (SURYA KUMAR SINGH)