**PRATEEK NAILWAL**

**E-Mail: nailwal.prateek@gmail.com; Mobile: ,07309-88-69-51 / 09027-95-14-32**

**Permanent Address :Adarash Nagar Behind Bal bhartiya school Mukhani Street No 3**

**Haldwani**. **Distt:** (**Nainital)**

**State :Uttrakhand**

**Country : India**

**Objective:**

To secure a career in Administration, Business Development, Revenue Management & Customer Service in a reputed organization. This appreciates professional approach and hard work, where I can utilize my knowledge, various skills &experience.This results in contribution towards fulfilling the company’s growth , develop my career and excel in the related field.

**PROFESSIONAL EXPOSURE**

1. **Company Name : Reliance Cement Company pvt ltd. {Reliance Cement}**

**Designation: Senior Executive (Business Development Executive) Current CTC 8.72 lac per Annum**

**Area : Kanpur (U.P)**

**Duration : Sep 2013 to Till Date**

* **Experience of successfully launching and developing Reliance Cement in Premium segment (as a new product ) in Kanpur (U.P) Region.**

**2.Company Name :Jai Prakash Associates Ltd. (Jaypee Cement)**

**Designation : Sales Officer (Business Developer)**

**Area : Agra (Uttar Pradesh)**

**Duration : July.2010 to 31 Aug 2013.**

**Job Responsibility ( Reliance Group & Jai Prakash Associates Group):**

* + Established strong network by appointing New Distributors and Retailers to increase sales and Market Shares.
  + Coordination with RMO head and AMO head day to day activities pertaining to Competitor’s.
  + Formulation & Implementation of marketing strategies based on markets requirements, development of new markets.
  + Controlling the credit limit on day to day basis regarding payments.
  + Handling team of Technical and Non technical employees of company’s and C & F staff too.
  + Regular monitoring -controlling of warehouses and goods.
  + Follow up with Distributors, Dealers and Retailers for procurement of order and payment.
  + Ensuring successful implementation of schemes.
  + Planning monthly figures and keeping track of daily sales and collection.
  + To introduce & create awareness of product with new parties and procurement of orders.
  + Planning promotional activities and offers.
  + Despatch planning and Coordination with dispatch department from plant.
  + To enhance the retail distribution of our brand product.
  + Maintaining Relation with exsiting Distributors,Retailers & Dealers.

**3.Employer** : **Rock Compact (Authorized Dealer of KOBELCO Japanese Excavation Machine)**

**Position Held** : Marketing Executive

**Period of Service** : Nov 2009 to June 2010 (Full Time Job)

**Accomplishments** : Established good business relationship with corporate clients

Selling machines to Builders & Contractors in Pune.

**Job Responsibility:**

* + To introduce & create awareness of product with new parties and procurement of orders.
  + Dealing with Builders & Contractors having heavy machines.
  + Cold calling and taking appointments.
  + Giving Presentation through PPTs or Company Brochures.
  + Maintaining Relations with our Existing Buyers (Builders & Contractors) and converting new ones from other brand.

**AREAS OF EXPOSURE**

**Managerial:**

* Managing and leading team members; allocating resources among team members and guiding team to increase sale and ensure efficiency.
* Holding review meetings to monitor the strategies of other competitors
* Insuring properimplementation of company’s offers n perks.
* Planning for proposed Sale Monthly/Quaterly basis.

**Functional:**

* Handling various technical aspects like managing stock labels, recording sales figure for data analysis.
* Organising special promotions, displays and events.
* Dealing with staffing issues: interviewing potential staff; conducting appraisals and performance reviews.
* Handling budgets (for catering, outside speakers, conferences and hospitability).

**ACADEMIC CREDENTIALS**

**Qualification Years University/Board Branch/Trade %**

P.G.C.P 2008-2010 SuryadattaCollege(Pune) Marketing & Supply Chain 66

**(Full Time 2 Years Course)**

M.B.A 2008-2010 Sikkim Manipal University Marketing 62

(Correspondance)

B.E 2003-2007 Agra University Civil 77

12th 2002-2003 C.B.S.E PCM&Computers 59.8

10th 2000-2001 C.B.S.E Science 79.8

**MANAGEMENT ACTIVITIES**

* Sixty (60) days Summer Training in RELIANCE BIGFLIX Entertainment in Marketing & Promotional department in Pune.
* Sixty(60) days Summer training in Splendour Country Club (The Picnic Resort in Pune).
* Sixty (60) days promotional activity Training in Adzee Advertising with Wonder Funky(familyPicnic spot), Smoking Joes(Pizza Center) , Career-Chronic (magazine) , in Pune.

**PERSONAL DETAILS**

Date of Birth : 02 January 1986

Father Name : Mr.G.DNailwal

Marital Status : Single

Nationality : Indian

Language Know : English,Hindi

**Date:**

**Signature:**