##### CURRICULUM VITAE

##### ANUPAM SAXENA

**Email ID:** [**anupam1200@gmail.com**](mailto:anupam1200@gmail.com)**,**

**Contact No-9027781930,9058681930,**

**Seeking challenging assignments in Channel Sales,Business Development, Retail Management with leading organisations**

**SUMMARY OF SKILLS & EXPERIENCE**

* A judicious professional with around 08+year 04month of experience in Channel Sales, Business Development, Marketing.
* Proven abilities in devising result Oriented plans for augmenting business, developing new market segments, pre-sales efforts & targeted marketing.
* A skilled communicator with exceptional presentation skills to lead teams; establish beneficial relationships with key players in the industry.

**AREAS OF EXPOSURE**

*Marketing & Business Development*

* Manage the sales & marketing operations & accountable for achieving the pre-set targets.
* Identify prospective clients & generate business from the existing to achieve targets.
* Driving sales initiatives to achieve business goals & managing sales team to achieve it.
* Tracking & monitoring competitor moves and current market trends.

*Channel Management/ Distribution*

* Enable business growth by developing & managing a network of Distributors.
* Guide, manage partners towards achieving sales & revenue targets.
* Communicate information on corporate initiatives, schemes etc. to channel partners for enhancing performance from their end.
* Controlling stock level by maintaining the supply of all products to the dealers.

## Brand Management/ Promotions

* Arranging dealers & Dealer meets for product launches & the pre/ post marketing.
* Interacting with clients for the new range of products & seeking the distribution.

**CAREER HIGHLIGHTS**

**Presently**

* Working with **Hi**-**Tech** **Ltd**.(Consumer Durable , &R.O Spare Parts.)as a **Assistant** **Manager** –(UP-West **Bareilly**,& **Moradabad** ) (Looking after the Distribution Business & Channel Sales expansion) from Duration 16 sep.2017 to till Date.

**Previously**

* Worked with **Ehaat Ltd.(A Trading Division of Dhampur sugars Mills Ltd. Consumer Durable&Solar Power ,Inverter)** as a **Area**. ***Sales Manager –(Bareilly, Badaun,U.P.West***) (Looking after the Distribution Business & Channel Sales expansion,Rual Management ).from 05 Jan.2016 to 31 Aug2017.
* Open New Retailer in market.
* Worked with **Kent** **RO** **Systems** **Ltd**. (Domestics RO & Home Appliances.) as a SR. Sales Executive-( U.P \_West- Bareilly, Pilibhit ,Badaun &Moradabad ),(Looking after the Distribution Business &Channel Sales Expansions) For Duration from 10Nov. 2012 to31Dec. 2015.

* Worked with **Chandra** **Beverages** **Pvt**. **Ltd**.(PARLE AGRO ,BAILLY WATER ) F.M.C.G as a Sales Executive-(Bareilly) Looking after the Distribution Business ,Modern trade Sales &Channel Sales Expansion) for Duration From (july-2010 to 31 Oct.2012.).
* **Worked with Coca-Cola Brindavan Beverages Pvt. Ltd (F.M.C.G) as R.S.P (U.P.West,Bareilly)looking after the Distribution ,Business &Channel sales Expansion for Duration from ( 2006 to 2008).**

**Achievements:**

## • Top performer In North India since September 2013.

## • Achieved 100% of given target till now.

## • Given highest sales in North India territory.

**ACADEMIC CREDENTIALS**

* Completed My 10th From - U.P.Board.
* Completed My 12th From - U.P.Board
* Completed My Gradutation B.Sc.(P.C.M)From Rohilkhand University,Bareilly
* Completed My P.G.D.C.A (Microsoft off 2003&2007 NET Basic Knowledge ) From Rohilkhand University,Bareilly.
* Completed M.B.A ,Moradabad Institue OF Engineering& Technology,Moradabad.U.P.T.U Lucknow University.

**PERSONAL DETAILS**

Date of Birth : 04/01/1986

Temp.Address : ,164 /19,Civil Line, Bareilly (U.P)

Parmanent Address : 164/19, Civil Line ,Bareilly (U.P)

Father’s Name : Late-Naresh Chandra saxena

Marital status : Married

DATE:

PLACE: Bareilly **(ANUPAM SAXENA.)**