

NAVONIL NAG

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~ SALES & MARKETING OPERATIONS ~

In quest of a challenging position in an organization that offers me generous opportunities to explore & outshine in the field of SALES/ SOURCING/ KEY ACCOUNTS MANAGEMENT / OPERATIONS MANAGEMENT while accomplishing personal, professional as well as organizational goals

CAREER PROFILE

A qualified and a seasoned professional offering **5+ years** of experience in **Sourcing, Marketing, Product Management, Operations Management and Client / Customer Relationship Management**. Possess management style with a record of building effective business relationships. Proficient at working in multicultural environments with understanding & exploring new markets for business growth and set up / streamline operations. Currently working with **MakeMyTrip.Com, Gurugram as Relationship Manager**.

- Demonstrated ability in Sourcing goods from respective clients at correct prices.
- A proactive leader and planner with a solid track record of securing key accounts and increasing product distribution to grow market share
- Excel in devising and implementing strategies to ensure smooth business operations, attainment of top-line/ bottom-line, promotion of products and achievement of business goals
- Expertise in creating innovative approaches that drive profitable revenue growth with our existing partners and through potential future alliances and ensuring their proper inventory management through adequate movement of their stocks
- Outstanding success in building and maintaining relationships with key corporate decision makers, establishing large volumes, high profit accounts with excellent levels of retention and loyalty
- Skilled in managing teams to work in sync with corporate set parameters & motivating them for achieving business goals
- Exceptionally well organized with a track record that demonstrates self-motivation, creativity and initiatives to achieve both personal and corporate goals

KEY STRENGTH AREAS

Sourcing
Inventory Planning
Product Management
Excel Reporting
Key Account Management
Cross Selling and Up Selling
Sales / Business Development

Customer Service
Operations Planning
Strategic Planning
Market Research
Client Relationship Management
Team Leadership
Customer Coordination

SUMMARY OF SKILLS

- Unique blend of exceptional Inventory management skills by ensuring proper movement and audit of stocks.
- Well-rounded and highly experienced in Marketing Management, Strategic Business Development, Product Management, Key Account Management and Relationship Building with an excellent track record of increasing business volume while developing key accounts
- Demonstrated success in streamlining existing business operations
- Excellent track record of increasing business volume whilst developing relations that generate Cost Savings and streamline business processes
- Drive an organization forward through concrete action, building skills and selling value add that increases perceived value of products and services; sound relationship building, negotiation skills
- Ability to add instant credibility through the professionalism and command of the market and products
- Solid professional standards; excellent track record of dependability; maintain focus on achieving results while formulating and implementing solutions to meet a diversity of needs
- Driven by desire to succeed; proven skills in managing strategic marketing initiatives to create and sustain brand positioning

PROFESSIONAL CONTOUR

MakeMytrip.com, Gurugram **Relationship Manager- Holiday Sales**

(June'19- Till Date)

- Involved with the process setup of new project by Certified Travel Associate (CTA) and managing their end to end operations.
- Hiring of CTA from internal sources, and pushing them for booking for overall contribution to business.
- Managing 6 callers, who were responsible for handling the CTA, their queries, and helping them to solve the problems.
- Designing of promotional offers to boost the bookings from our platform.
- Helping the internal teams, by supporting in the ID creation and post sales process.
- Closely monitoring the daily bookings, their contribution to the business as a whole.
- Managing employee relationship with work from home employees
- Recruitment of holiday experts (for work from Home profile)
- Improving the overall team relationship
- Delivering reliable administrative support to work from home employees
- Sales activity planning, including reviewing team to identify sales opportunities

EZMALL.COM- A ZEE MEDIA COMPANY, Noida **Senior Executive Sales and Operation Planning**

(Jun'18 - June'19)

Key Deliverables:

- Coordinating and managing broadcasting partners on playing the tv contents on EZmall Channel and creating channel schedules
- Responsible for Report Generation- Order Per Slot, Product Performance, Product Returns, Stock Report
- Ensuring new products are launched at the rate of 30 products per month
- Selection of correct product category mix for maximum revenue and sourcing them from respective merchants.
- Negotiation with the merchants for price reduction for better liquidation of ageing stocks
- Managing team of third party warehouses on re ordering sold out products, creation of purchase order with quantity and their inwarding dates. Taking care of their goods receiving, Quality checks, inventory putaway.

Key Accomplishments:

- Maintained lowest stocked out product by giving timely reordering quantities to sourcing team
- Constantly generated 30 lakhs per day sales, helping to achieve revenue target of 10 Cr per month
- Ensuring products are made live once they reach the warehouse within the stipulated time and minimal shrinkage of goods (Maintaining 99.95% of accuracy of good inventory)

STRYKER INDIA PVT LTD, Gurugram **Lead Representative - Partner Development**

(May'17 - Jun'18)

Key Deliverables:

- Ensuring stocked out devices are re ordered and are procured within minimum time.
- Accountable for dealer recruitment and renewals according to company policies, setting their targets and budgets and evaluation of prospective dealers
- Responsible for training and compliance, documentation of agreements, budgets
- Involved in stock reconciliation, maintaining Metrology format for products, training the warehouse personnel with latest updates.
- Follow up with vendors on the fulfillment of purchase orders within the stipulated time.
- Prepared and submitted reports of Sales, Returns, Dispatch to Vendors
- Created Purchase Order, Order Fulfillment, Fill Rate Tracking, product return request

Key Accomplishments:

- 90 percent resolutions to suppliers issues related to payments, order fulfillment, full and final settlement
- Successfully conducted Dealer Meet in May 2018, wherein dealers from PAN India arrived and awards distribution for their performance
- Timely completion of full and final settlement of inactive dealers within the TAT of 30 days

SNAPDEAL, Gurugram
Account Manager

(Jan'15 - Mar'17)

- On boarding new vendors on SD+ fulfillment centre for online sales.
- Making the vendors familiar with new operations, stream line new operations plan with vendors to do hassle free business, procuring new stocks from brand and training the vendors.
- Making sure that the no products are stocked out in the portal and also ensuring that the product mix ie size, colour, gender are available in the website. Setting the reordering quantity and monitoring the same on the basis of sale through and average daily sale.
- Seller NPS- Key seller meetings, Responsible for taking, resolving seller's day to day SD+ related issues internally (Related to ASR/ Mapping/ Logistics /receiving/ returns/ Stock Reconciliation/ Inventory sync etc.)
- Managing inventory on the basis of past sales trend/ current sales trend/ order/ promotion plans/ warehouse space allocation/ aged inventory/ overall internal plans etc.
- Promotion of stocks which are in ageing & planning for new inventory. Also sourcing of stocks for major promotions like EOSS, Diwali promotions.
- Identifying vendors, brands or distributors from whom new products can be sourced at a minimum price.
- Product Hygiene- Overall the product which are selling in the website should have a positive NPS from customer point of view and also minimum or zero complaints.
- Taking care and accounting for the returns for ageing stocks or stocks having very less sale through and returning them to vendors.

Key Accomplishments:

- Top Performance in Handling sellers for Maharashtra
- 80% Growth of sale in Maharashtra
- Achieved target of 75% of Sales in SD+ for 3 months

OXIGEN INDIA PRIVATE LIMITED, Gurugram
Senior Executive - Market Audit

(May'14 - Dec'14)

SHINE.COM, Gurugram
Senior Sales Executive

(Jan'14 - May'14)

CREDENTIALS

PGDM (Marketing) from Apeejay School of Management in 2014 with 70%
Bachelor of Business Administration from Birla Institute of Technology, Mesra, Ranchi in 2012 with 72.1%

Trainings & Courses

- Useful Excel For Beginners - Online Course from Udemy
- MS Excel Professional Training Program from Basic to Advance- Online Course from Udemy

Computer Skills

- MS Office, Uniware, JD Edwards, Vinculum

PERSONAL SPECIFICS

Date of Birth: 19th August, 1991
Languages Known: English, Hindi & Bengali
Location Preference: Delhi NCR

- Managing employee relationship with work from home employees
- Recruitment of holiday experts (for work from Home profile)
- Improving the overall team relationship
- Delivering reliable administrative support to work from home employees
- Sales activity planning, including reviewing team to identify sales opportunities
- Working closely with Sales, Operations, Training and Business leads and engaging in conceptualizing and execution of events and activities
- Was involved with the process setup of new project namely Certified Travel Associate (CTA). Managing their end to end operations, hiring, payout, promotions,
- Closely monitoring the daily bookings, their contribution to the business as a whole.

