

RESUME



RAJESH KUMAR

E-mail rkumar7013@yahoo.com

Mob No + 91-9250710934

An accomplished sales/marketing professional with 19+ years
Of relevant experience as well as .functional exposure across
FMCG, seeking a challenging opportunity with an organization of repute.

Geographical Exposure: Delhi & NCR

Professional Snapshot

Core Competencies	An astute MBA professional with 19+ years of
Sales/marketing	in-depth exposure to the entire of planning &
Sales planning	implementing integrated sales and marketing
Sector knowledge	solutions including business development
Development	strategies, channel management and customer
Products launch	servicing.
Channel management	Proficient at creating new sales models or fine-
Market analysis	tuning existing ones for customer acquisition
Brand & business	retention, cross- selling, up- selling and dove-
Development	loping business partnerships.
Relationship management	High- performing professional with experience
Self motivated	In optimizing business operations, sales
Team motivation skills	and revenue generation for the organization
	and a track record of successful advancement.
	A stickler for quality, team builder to the core
	And a natural motivates with perseverance and
	Integrity.

KEY ACHIVEMENTS:-

Target and achievement oriented with an ability to take up challenges and perform in changing work environs, consistently achieved target for sales.

Ensuring cordial relations with channel and customers and reduced complaint resolution time.

Independently handled the sales activities and vendor management across Geographies.

At present Wings Biotech(Cosmetic Division).

Beauty care, Skin care, Hair care
Area sales Manager

- * April 2013 to Dec. 2018, Nature's Essence (P) Ltd. (Cosmetic)
As an Area sales manager (Delhi & NCR).
Main exposor GT
- * June 2007 to March 2013. With Frontier biscuit factory Pvt. Ltd.
Ltd. As a Area sales Manager (Delhi)
Company is manufacturing and marketing biscuit, cake, Rusk,
Namkeen food brand name Frontier Bakery.
Main exposor at GT/MT
- * Feb. 2003 to May 2007 with Eveready Industries India Ltd.
As a T. S. I. (Tea Division) (Delhi)
Battery and Tea manufacturing company brand name Eveready
And TEZ Tea.
- * Dec. 1999 to Jan. 2003 with P & G, As a D.S.E. (Delhi)
A FMCG manufacturing company brand Aerial, Tide, pantian act.

ROLES AND RESPONSIBILITY:-

SALES ENHANCEMENT

- . Adept at handling the sales activities and dealership across FMCG.
- . Expertise in driving sales and business development targets.
- . Responsible for augmenting the sales numbers and revenue secondary
- . Proven expertise in formulating sales promotion and retail marketing Activities.
- . Adept at the development and management of key accounts in the area.

MARKETING

- . Adept at designing and implementing new marketing activities.
- . Exposure to end to end pro launce plan and pre launce plan.
- . Responsible for proactive communication and promotional activity plans For the suitable markets.
- . Ensure availability in placement of product in the market.

CHANNEL MANAGEMENT

- . Identifying and appointing dealers, establishing strategic alliance Tie-up with suitable channel partner, resulting in deeper market penetration and reach for achieving profitability and increased sales growth.

.Overall to ensure healthy ROI of channel partner.
Adept at establishing and developing distribution network and providing Sales and marketing support to ensure achievement of sales targets.

TEAM MANAGEMENT:-

- . Leading training and motivating team's ensuring their career Development leading to positive contribution to the performance Of the Company.
- . Channel activation and motivating of entire team to maximize the sales Figures.

Computer Forte:-

MS office & Internet (working experience)

Academic Credentials:-

*MBA (Marketing) from Magadh University.

*B. A. Hons. (History)

Personal Dossier:-

*Address; House no. 22/2,B, Second floor Moti Nagar
New Delhi; 110015

*Father s Name : Akhouri Dhirendre Prasad

*Date of Birth : 13/08/1970

*Marital Status : Married.

Place: New Delhi

(Rajesh Kumar