

# **Curriculum Vitae**

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Rakesh Ranjan  
MBA (Marketing & HR)

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## **OBJECTIVE**

To use my skills in the best possible way for achieving the organization's goals

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## **EXECUTIVE SUMMARY**

A Proactive and result - oriented professional with over 15years of experience in various sectors. Having exposure in CSR, Project implementation, Mobilization, Skills development, Franchisee sales & support, Direct marketing, Corporate sales, Worksite marketing.

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## **PROFESSIONAL EXPERIENCE**

Marketing Head – Mission Blue Foundation, Ranchi	Since Jan 22
Retail Manager – Dharti Dhan Agri Polyclinic, Ranchi	May 20 – Dec 21
Mobilization Head – Skills Development, RSWM Ltd, Ranchi	Mar 18 – Mar 20
Sales Executive – Pest Control, Hicare Services Pvt Ltd, Ranchi	May 16 – Mar 18
Channel Executive – Courier & Cargo, DTDC Express Ltd, Gurgaon	Feb 11 – April 16
Direct Enroller – Insurance, Tata Aig Life Insurance Company Ltd, Delhi	July 06 – Jan 11

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## **HIGHLIGHTS OF EXPERIENCE**

### **Highlights as Marketing Head**

- Accountable for developing and managing the implementation of the marketing & brand strategy.
- Be the point of contact for sharing updates and new ideas with all organization.
- Build marketing plans & budget for the smooth operation of marketing campaigns.
- Create monthly reports for the marketing departments.
- Discussion with corporate clients for the contract basis project as and when required apart from our organization.
- Deal with Govt authority for event plan or other programme as and when required.

### **Highlights as Retail Manager**

- Responsible for handling the store outlet, managing budgets.
- Recruiting, training, supervising and appraising staff.
- Maximizing profitability and setting sales targets.
- Preparing promotional materials & displays.
- Dealing with customers enquiries & complain.

### **Highlights as Mobilization Head**

- Facilitate NGO/CBO tie ups for mobilization of candidates.
- Sensitization of distt./block/panchayat/village level govt. machinery channel for mobilization of candidates and organizing sensitization/rapport building workshops for them.
- Handling a team of mobilizers.

**Highlights as Sales Executive**

- Developing business tie-up with large Institutions & key account for pest services.
- Generating leads through networking, reference, existing customer data base & cold calling.
- Preparing inspection & funnel report.
- Liaison with service team for service scheduling.
- Closing the sales and collection.

**Highlights as Channel Executive**

- Appointing new channel partners with more brand visibility.
- Handling key account of existing channel partners with taking care of their sales, operations, collection & corporate compliances.
- Meet the sales and delivery target of branch to communicate and to motivate channel partners.

**Highlights as Direct Enroller**

- Organizing worksite marketing activity at corporate offices.
- Making & sustaining corporate networks in Delhi/NCR for insurance products.

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**ACADEMIC CREDENTIAL**

- MBA (Marketing and HR) from Mangalmay Institute of Management & Technology Greater Noida, Affiliated by Uttar Pradesh Technical University Lucknow in 2006.
- B.A. (H) from Tilka Manjhi Bhagalpur University in 2001.

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**PERSONAL DOSSIER**

Date of Birth : 1<sup>st</sup> March, 1980  
Address : Sarowar Nagar, Devi Mandap Road, Post – Hehal, Ranchi - 834005

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**DECLARATION**

I hereby declare that all the information contained in this resume is in accordance with facts or truths to my knowledge.

Date:

Place:

(RAKESH RANJAN)