



Akshay Anant

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Objective

3 years of experience as an area sales manager in FMCG, Awarded Best Sales Manager of the year. Successfully managed marketing campaigns, leading a team of 6 sales officers'. Strong record of identifying market potentials, boosting sales by building channel partner. Expertise in building market strategies and consistently exceed sales target. Excel in challenging and deadline-driven environment.

Work Experience

Area Sales Manager

Dawoo's Food Product's - April 2019- Present

- Managing Sales department along with Marketing Operations over three Districts
- Lead BTL campaigns for the brand
- Continuous Monitoring Channel partners for building effective distribution Network
- Implementation of effective marketing strategies in sales to generate revenue
- Identify both struggling and successful sales initiatives and explore ways to improve on sales metrics
- Regularly review sales data and create reports for senior-level officers
- Communicate actively with sales teams in a given area to help foster a team environment
- Collecting customer feedback and market research
- Setting sales target for individual and maximising profit in the assigned region

Skills

- Leadership skills
- Interpersonal and communication skills
- Negotiations
- Complex Problem solving
- Team management
- Sales
- Data analysis
- Planning and organizational skills
- Critical thinking
- Spreadsheet
- Openness
- Work ethics
- Having candor
- SEO

Education

2017-19 **MBA (Marketing & Finance)**
ISB&M, Pune
CGPA 6.2

2014-17 **BBA (Marketing)**
University of Pune
69.7 %

Awards

- Completed NCC (Indian Air Force), Ranchi
- Awarded Best Sales manager of the year
- Represented School in Indian Public Schools Conference(IPSC) in Debate Competition, Jaipur
- House Captain in the School
- Participated in Inter-school Boxing Competition
- Worked with Govt. school to understand Sarva Shiksha Abhyan Scheme

Interests

- Travelling
- Human Rights and it's violations
- Social Cause / Community Involvement
- Reading books (autobiography, novel)
- Current Affairs
- Debate and Speech

Internship

Holga TechMedia Pvt. Ltd. Pune
Summer Intern
Feb-Aug 2018

- Member of the Marketing Team with the core responsibility of Digital Marketing of "ROZDHAN" app at the play store.
- WhatsApp, Facebook and Youtube marketing
- Knowledge of social, legal, ethical and technological forces on marketing decision making.
- Uses of different Promotional Strategies such as events in Colleges, events in malls etc
- Helps in reaching more than 50K downloads per day from play store

Languages

- English
- Hindi