

Amandeep ladda

Sector 45, Gurgaon || C: (+91)-8130049942|| E-mail:aman.ladda5@gmail.com

Dear Sir/Ma'am,

I will be extremely grateful to you for considering my application. I possess the necessary skills, experience and qualification which may be suitable for your organization, and I am quite certain that I will be able to become a valuable asset to your organization.

With more than 4 years of experience as Marketing and Business Consultant and as Head-Business Development Team, My current job has helped me to acquire extensive skill set, including problem solving and decision making abilities. I excel at:

1. Social Media Marketing Strategy Certification (Hubspot Academy)
2. Fundamentals of Digital Marketing/Google Analytics for Beginners (Google Certified)
3. Corporate Sales & Negotiations
4. Creating New Clients and Maintaining Existing one
5. Event & Ad Campaign Management
6. Team Leader
7. Generating Leads
8. Designing & Creating Marketing Collateral

In addition to my acquired experience and personal skills, I also possess solid educational foundation with B.Tech in Computers (MIMIT) and MBA in Marketing & HR (NIT Jalandhar). I am passionate, confident and enthusiastic person with achievements in extra-curricular activities.

Please review my resume for additional information regarding my expertise and career achievements.

Thank you so much for your precious time and consideration

Sincerely,

Amandeep Ladda

LinkedIn Profile: [linkedin.com/in/aman-ladda55](https://www.linkedin.com/in/aman-ladda55)

Amandeep Ladda

Gender: Male

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Address: Sector 45, Kanhai, Gurgaon (122003)

Career Objective

To continuously enhance my knowledge and skills by getting involved in the organization by applying best part of the market strategies. I want to develop my market skills and resource management skills to build a successful career in corporate world to grow technically and professionally in the business world.

Education

Degree	University	Year of passing	Percentage
MBA(Marketing, HR)	National Institute of Technology(NIT Jal.)	2016	7.19(CGPA)
B.Tech (CSE)	MIMIT(Punjab technical university)	2014	74.5%
XII	CBSE	2010	70%
X	CBSE	2008	83%

Professional Experience

(A).WhitehatJr- As Manager of Sales (October 2020 till present).

Roles and Responsibilities include but not limited to:

- To achieve growth and hit sales targets by successfully managing the sales.
- To design and implement a strategic sales plan that will expand company's customer base and ensure its strong presence.
- Intensely following up with the prospects and closing the sales within the sales cycle.
- Achieving the targets in a high pressure performance driven competitive environment
- Monitoring self-performance while also contributing to the team performance, keeping track of conversion factor, Average revenue generated, Average revenue per sale, etc.

(B). Planman Group (2016-2020)

- Experience in Marketing & Sales /Business Development /B2B/ Event Management.
- Worked with Daily Indian Media Pvt. Ltd. (Planman Group) (Power Brands) as Head of Business Development Team.(April 2019-April 2020)
- Worked with Daily Indian Media Pvt. Ltd. (Planman Group) (Power Brands) as Senior Management Consultant.(April 2018-April 2019)
- Worked with Daily Indian Media Pvt. Ltd. (Planman Group) (Power Brands) as Junior Management Consultant.(Dec 2016-April 2018)

Roles & Responsibilities:

- Handling of Power Brands: A Brand recognition initiative of Planman Group (4 International,5 National Events)
- Conceptualization of Power Brands Products like IPB,PBIT & PBRs
- Heading the Business Development Team of Power Brands
- Advertising & Promotion
- B2B Sales and Business Alliances
- Corporate Relations & Media Planning
- Client Acquisition & Negotiations (Leading Corporate Clients)

Skills

- Marketing & sales
- Business development (Part of Four International & Five National Events)
- Proven leadership skills
- Event management
- Digital Marketing & Social Media Marketing
- Technical skills (Computer)

Certification

- Social Media Strategy Certified (Hubspot Academy)
- Fundamentals of Digital Marketing Certification/Google Analytics for Beginners(Google)

Achievements

- A-Grade in “Jim Corbett All India Environmental Awareness Competition”.
- A-Grade in handwriting competition by “Centre for Indian Art Resources and Training.
- A-Grade in drawing competition by “Centre for Indian Art Resources and Training”.
- 2 times A-Grade in handwriting competition by “National Academy for Art and Education”.
- Participation certificate by “National Talent Search Painting Competition”.
- Second position in “Talent search dance and play competition”.
- Participation certificate in NSS camp by NGO in college.
- Head secretary of hostel discipline committee.

- Member of hostel discipline committee.
- Event head “Gyaan Manthan” at “techNITi” Fest in events organized by MBA at NITJ.
- Member of PROMOTION team at TECHNITI fest.
- Co-Head of marketing team at Utkansh-2016 (NITJ).
- Part of four International corporate events (London) and five National corporate events in the presence of famous personalities from Bollywood & Politics.