

CURRICULLUM VITAE

Nayan Goradia

Address: E-752, 2nd Floor, Lohiya Gally, Mini Market, East Babarpur, Delhi 110032
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Educational Qualification: Diploma in Digital Electronics, Somaiya Institute, Vidya Vihar, Mumbai

Date of Birth: 14th DEC 1965

Father's Name: Maganlal Goradia

Marital Status: Married, Have One Son

Total Work Experience: 25 Years since 1994.

Work Experience:

Area Sales Manager

Company's Name: Paridhi Industries (Aadhar Shree Paint & Putty)

June 2018 – Feb 2020, East Delhi NCR Area, India

Position Description: Marketing, Channel Management & Business Development in Unprecedented Area and Appointing Direct Dealers.

- Proven abilities in handling business operations and revenue generation encompassing in given market segment, customer relationship management, market analysis & development.
- Expertise managing business operations with focus on top-line & bottom-line performance and expertise in determining company's mission & strategic direction as conveyed through policies & corporate objectives.
- Adept at handling a wide spectrum of sales & marketing activities from developing business plans/ marketing strategies to implementing and executing them in real time sales environments to achieve sales target
- Skilled in designing alternate channel partner for achieving the objective of organization.
- Timely payment collection, Complaint solving on site.
- An effective communicator & team leader combined with flexible & detail-oriented attitude with ability to interact effectively with people.
- Negotiation and Order closing
- Participation in Exhibition with product demonstration skill
- Reporting directly to the MD

Areas of expertise includes:

Achieving set sales target with Revenue

Sales & Marketing Business Development Strategic Planning

Channel & Dealer Management

Customer Relationship Management Market Research Brand Promotion, Customer

Retention, Liaison & Coordination Performance Evaluation Revenue Expansion Product

Demonstration

Introduced Nukkad Meeting of Painters with Live Practical

Effective Cost Cutting of Free Gifts converted to Schemes

Regional Sales Support

Company's Name: Sakarni Plaster India Pvt. Ltd.

August 2017 – May 2018, East Delhi Area, India

Position Description: Marketing, Channel Management & Business Development in Unprecedented Area.

- Proven abilities in handling business operations and revenue generation encompassing in given market segment, customer relationship management, market analysis & development.
- Expertise managing business operations with focus on top-line & bottom-line performance and expertise in determining company's mission & strategic direction as conveyed through policies & corporate objectives.

- Adept at handling a wide spectrum of sales & marketing activities from developing business plans/ marketing strategies to implementing and executing them in real time sales environments to achieve sales target
- Skilled in designing alternate channel partner for achieving the objective of organization.
- An effective communicator & team leader combined with flexible & detailed oriented attitude with ability to interact effectively with people.
- Set Sales target for effective business and revenue.
- Negotiation and Order closing
- Participation in Exhibition with product demonstration skill
- Reporting directly to the CEO

Areas of expertise includes:

Achieving set sales target

Sales & Marketing Business Development Strategic Planning, Channel & Dealer Management

Customer Relationship Management Market Research Brand Promotion, Customer retention,

Liaison & Coordination Performance Evaluation Revenue Expansion Product Demonstration

Introduced Nukkad Meeting of Painters with Live Practical,

Effective Cost Cutting of Free Gifts converted to Schemes

Sales Manager

Company name: Zeta Marketing

April 2015 – 31st Dec 2016. New Delhi Area, India

Position description: Sales & Marketing, Channel Management and Business Development in VDP Solution Machines from Ink.jet and "Helios" Pre Press Software Segment. for more details pl visit zetamarketing.in

Manager

Company name : Shreeji Print Plus Solutions

June 2011 – July 2013 North India

Description

Sales and Marketing of Xerox Machines & Post Press Equipment for Digital Set up & Color Labs, Promotion and sales of Gift articles to corporates.

* Brand development. Developed brand strategy and statistics systems.

* Strategic Consulting, including business plan & sales strategy development.

* Comprehensive database management.

* Exploring unprecedented market segment for development of new business and revenue.

Participation in Exhibition with product demonstration skill

Languages Known: Can Speak, Read, Write English, Hindi, Gujarati, Marathi

Last Salary: 34,000/-, Conveyance – Rs. 4,000/- + Vehicle + Mobile, Commission

Reference available on request.

Date: 15.07.2020

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