

GAURAV VILESHKUMAR ADESARA

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Sales & Marketing ~ Business Development ~ Product Management

An accomplished professional targeting challenging assignments in Sales & Marketing. Acknowledged for strengthening companies to lead in highly competitive markets and delivering innovative marketing concepts & strategies

PROFILE SUMMARY

- A Competent professional with nearly '08' years of experience in Sales & Marketing and Revenue Expansion.
- Experienced professional with credit of consistently enhancing revenue by re-organizing business direction towards profitability, visibility & growth; excellent track record of repeatedly producing sustained top line & bottom line growth.
- Managed all aspects of product marketing including competitive analysis, market forecast and product positioning ensured that assigned products, services and product lines consistently resonate with current and potential customers.
- Proficient in driving overall growth/NSR and account management of an existing customer base by increasing account penetration & sales revenue.
- Efficient organizer, motivator, team player and a decisive leader with the personal strength, patience, interpersonal skills, negotiation skills to motivate teams to excel and win.

CORE COMPETENCIES

B2B Sales & Marketing & B2C
Project Sales & Retail Sales
Negotiation

Secondary sale & Lead Generation
Sales Promotion
Customer Relationship Management

Marketing
Channel Management

ORGANISATIONAL EXPERIENCE

JK CEMENT LTD
Assistant Manager
Location- PUNE

(January'14 To till Date)

Key Result Areas:

- Managed sales & marketing operations with answerability for volume and profitable growth rate.
- Developed distribution networks that resulted in deeper market penetration & reach.
- Initiated & maintained relationships with key decision makers in target organizations for business development;
- Defined product/channel marketing strategies including development of channel marketing activities in
- Accordance with overall business goals and objectives
- Administered client-centric operations to ensure customer satisfaction by achieving delivery & service quality
- Norms.
- Ensure Proper scheme is communicated to dealers/distributors.
- Monitoring revenues, Outstanding, billings for Key/Direct Accounts.

Highlights:

- Formulated strategic and operational sales plans which resulted in 20% increase in overall sales.
- Maintain and execute the proper Brand Visibility with the help of Wallpainting, High rise Hoarding, Dealer/ Retailer flex boards, POP distribution.
- Identified potential and no presence areas in market and established successful plans to develop them.
- Got Promoted as “Assistant Manager” in May’21

ACADEMIC DETAILS

Course	Institute Name	Year of Passing	Percentage
MBA(Marketing)	ICFAI Business School,Pune	2014	7 CGPA
B.COM	MIT College,Pune	2012	60.00%
Class XII	A.S.D.B Dadawala Junior College,Pune	2008	43.87%
Class X	R.C.M Gujarati High School,Pune	2005	70%

PERSONAL DETAILS

Date of Birth: 07/11/1989
Languages Known: English,Hindi,Gujarati,Marathi
Hobbies & Interest: Outing with friends, Exploring New Places , Listening to Music
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