

**MANU JAISWAL**

**Mobile: 09868388392**

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~ SALES & MARKETING PROFESSIONAL ~

Industry Preference: Building & Construction Material

**PROFILE SUMMARY**

- A dynamic professional with nearly 9 Years of experience in:
  - ~ Sales & Marketing
  - ~ Business Development
  - ~ Specification
  - ~ Team Management
  - ~ Government Projects
  - ~ Product Promotions
- Currently associated with **Kajaria Ceramics Ltd . as Area Sales Executive (Govt Institutional Sales -) at – Delhi and Uttarakhand (base in Delhi)**
- Resourceful in analyzing trends & requirements, organizing promotional campaigns, .Proven abilities in achieving / exceeding targets, opening new and profitable product/service markets
- Expertise in Specification, generating revenue from the project and driving new business through key accounts
- Proficient in cementing healthy relationship with clients effective service
- An effective communicator with proven presentation, analytical, negotiation and relationship management skills

**CORE COMPETENCIES**

**Sales and Marketing**

- Preparing and executing sales & marketing plans for promoting various products as per company
- Steering sales initiatives & achieving desired targets, exploring sales avenues to build consumer preference and driving volumes, thereby achieving increased sales growth across the region

**Business Development**

- Implementing business development plans for achievement of revenue and profitability targets
- Identifying & networking with prospective clients, generating business from the existing accounts and achieving increased sales
- Getting Approvals in different project Institutional & government Project

**ORGANISATIONAL EXPERIENCE**

- **Organization** : **Kajaria Ceramics Ltd. -For Delhi/Uttarakhand**
- **Employment Duration:** April 2016 to Till Date
- **Job Title** : Area Sales Executive (GOVT PROJECT TEAM)
- **Job Profile** : Currently working with Kajaria Ceramics Limited in Dehradun.
  - Generating Sales from Govt. Department, Engineers,
  - Contractors by good relations and providing extra services and Continuous follow up.
  - Closely Working in collaboration with architects and building consultants for Getting approvals.
  - Handling government Project in Assigned TerritoryMajor Government departments dealing with:  
  
CPWD, NBCC, PEYJAL NIGAM, BRIDCUL, ONGC, UPRNN, PWD, MES, UJVN,RAILWAY
- (2)
- **Organization** : **Orient Bell Ltd. New Delhi-For Delhi NCR**
- **Employment Duration:** Feb 2013 to March 2016
- **Job Title** : Territory Manager (GOVT PROJECT TEAM)
- **Job Profile** : Generating Sales from MES, RITES, CPWD, UPRNN, DGMAP BANKS, NBCC and other govt department & Contractors by good relations and providing extra services and Continuous follow up.

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- **Organization** : **Kajaria Ceramics Ltd. For Delhi NCR**
- **Employment Duration:** July 2011 to Feb 2013
- **Job Title** : Marketing Executive (GOVT PROJECT TEAM-Delhi)
- **Job Profile** :
  - Generating Sales from Govt. Department, Engineers, Builders, Contractors by good relations and providing extra services and Continuous follow up.
  - Closely Working in collaboration with architects and building consultants for Getting approvals.
  - Handling government Project in Assigned Territory

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- **Organization** : **Shree Energy Developers Pvt. Ltd. Rajnagar Extn. Ghaziabad**
- **Employment Duration:** March 2011 to June 2011
- **Job Title** : Sr Executive
- **Job Profile**
  - Responsible for sale of residential projects i.e. taking appointments, giving corporate representations, arranging site visits and closing the sale.
  - Maintaining the database of the existing and prospective buyers for projects, interacting with them and keeping them informed about current & upcoming projects.
  - Liasoning of sales organizers/brokers on a regular basis, updating them about stock availability of new projects, price revision etc. and also assisting them in closing sale

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### **ACADEMIC DETAILS**

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#### **PROFESSIONAL QUALIFICATIONS**

MBA from H.R.I.T. Ghaziabad (2009) (Affiliated to U.P. TECH. University Lucknow)

#### **SPECIALISATION**

- Marketing and IT

#### **ACADEMIC QUALIFICATIONS**

- B.A. (KANPUR UNIVERSITY)
- 12th Standard U.P.BOARD (ALLAHABAD)
- 10th Standard U.P.BOARD (ALLAHABAD)

#### **IT Skills:**

- MS Office (Word/Excel & PowerPoint) and Internet Applications

**I hereby declare that the information furnished above is true to the best of my knowledge.**

Languages Known: English and Hindi  
Address: Lane No. 9-A Saraswati vihar Block E, Dehradun -248001  
Location Preference: Dehradun/Delhi NCR/U.P.

**Date:**

**MANU JAISWAL**

**Place:**

