

MOHIT GULATI

Delhi, India

9582130280

mohitgulati180@gmail.com

<https://www.linkedin.com/in/mohit-gulati180>



PROFILE SNAPSHOT

A self motivated Sales person with a demonstrated experience of 4 years in Sales and Business development| Started my career with Field sales which promoted to Channel Sale, Retail & Distribution Management in FMCG Sector| After exploring product sales and completing my Masters, my recent work experience drive me into Solution Selling, Business development into Marketing & Brand Solutions| Secondly, I am a Freelancer Content writer & write blogs @Thinkly.in| I do stock & cryptocurrency trading as to pursue as my interest & continuous learning| With a blended exposure & always with a fire in belly, seeking a role that can justify my skills, always challenging, experimental & most importantly adding value to the ecosystem.

WORK EXPERIENCE

Assistant Manager Partnerships & Alliances

ENTREPRENEUR INDIA | AUGUST 2019 TO PRESENT

- Handled Brand Strategic Partnerships, Solutions Selling & execution management, Client Onboarding & Retention.
- Revenue generation, Growth & Alliances, Collaborations for Media Solutions and Sponsorships for Exhibitions & Events and across tailor made product solutions. and acquired 20+ new clients onboard.
- Handled Event Projects like- Entrepreneur 35under35, Entrepreneur LIVE, Shepreneur and Conferences like Indian Restaurant Congress, Franchise Expo, Education Congress, Indian Retail Congress and many more...
- Devised Business development strategies in proposals, curating collaterals, presentations, Key Account Management & Relationship Management across product verticals, User engagement for products like digital newsletters, PR & web engagement as well as ensuring timely delivery of each of them.
- Demand generation through Concept products like Entrepreneur Magazine, Retailer Magazine, B2B Journals, E-Magazine, Coffee Table Book, Thought Leadership Platforms, Advertising, Listing onboard, Webinars, Awards and run campaign across digital and offline mediums.
- Responsible for sales number with an average ticket size of 4-lacs ensuring maintaining relationship with Channel brands from strategical to tactical implementing best strategies.

Senior Business Process Analyst

NTT DATA | FEB 2019 - AUG 2019

- Responsible for analyses of PE process, SAAS, scheduling, service performance.
- Handled Backend Client Support, Servicing & Client Relationship Management.
- Planning and designing process layouts on the overseas projects to deliver the requisitions through Computation reports.
- Maintaining PNL reports, variation reconciliation and analyse process reports.
- Worked on projects with broader scope of the areas of organization strategy, cost optimization and process automation.

PAST PROFESSIONAL EXPERIENCE

Assistant Manager Sales & Marketing

AB CHEMICAL PROCESSORS | NOV 2014 TO MARCH 2017

- Business Development, maintained distribution channel regionally, End to End trade inputs with streamlining day to day operations of sales force on ground.
- Strengthen the Distribution network for B2C (Soap) product line, Franchise development & manage the retailers/wholesalers/distributors productively.
- Ensuring proper coverage of GT,MT and frequent market visits keeping excellent relationships with outlets & channel partners.
- Worked with Brands like Ruchi Soya, Godrej, Bunge India and many more for B2B (Oil) product line & handled vendor management and revenue generation.
- Trade Marketing, Coordinate Media events, agency relations, Initiating & Implementing Trade Promotions & Marketing programs.
- Coordinate with Senior Management in all product categories, pricing strategies initiatives through the entire value chain to ensure profitable growth.
- Assess potential business markets, pricing and volume metrics, profit centres and market research with directly reporting to CEO.

EDUCATION CREDENTIALS

- JK BUSINESS SCHOOL OF MANAGEMENT
PGDM (Marketing & Finance) (2017-19)
- DELHI UNIVERSITY- SOL
B.Com (2012-15)
- VIDYA NIKETAN SCHOOL
High School- CBSE (2010-12)

CERTIFICATIONS

- CRM from IIM Bangalore (2017)
- Google Digital My Business- Google Business
- Analyses workshop in Capstone Project (2017)
- Sales & Distribution Management- SAP

PROJECTS, VENTURES & INTERNSHIP

- Conducted Virtual live Comedy Show- Comedy Circuit- *Quarantine Cominar* during this COVID pandemic.
- **Almora**- Marketing Trainee- Promotion & Marketing into Blockchain & ICO events & cryptocurrencies.
- **Bajaj Capital Limited**- ·1 month
- Assess potential newprojects & assist in market research in Insurance & Mutual Funds
- Customer Relationship Management, Identifying new markets & Financial Planning of clients.
- Handled offline Retail Sales into Family business of Distribution for 2 years.

CORE COMPETENCIES

- *Business Development*
- *Trade Marketing*
- *Media Planning*
- *Communications*
- *Channel Management*
- *Franchise Development*
- *Client Relationship*
- *Corporate & Institutional Alliances*
- *Solution Selling*

BASIC DETAILS

- *Father's Name- Mr. Ramesh Kumar*
- *Mother's Name- Mrs. Seema Gulati*
- *DOB- 30th March 1994*
- *Languages- English, Hindi, German*
- *Place of birth- Faridabad*
- *Marital Status- Unmarried*