

Mukesh Parmar
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Assignments in Sales & Marketing – Business Development – Customer Relationship Management with an organization of repute.

PROFESSIONAL OVERVIEW

- ☞ A result oriented professional with **8 years** of experience in **Sales and Marketing**.
- ☞ **Currently associated with Sankalp Preformed Systems Pvt. Ltd. (Group of Steelsmith Continental Manufacturing Pvt. Ltd.) engaged in manufacturing of Pre-Engineering Building Structure.**
- ☞ Exceptionally well organized with a track record that demonstrates self-motivation, creativity & initiative to achieve both personal & corporate goals.

EMPLOYMENT DETAILS

1. Currently associated with the “Sankalp Preformed Systems Pvt. Ltd. (Group of Steelsmith Continental Mfg. Pvt. Ltd. as Asst. Manager – Marketing (Project Management Department) Since Sept-2017 to till date:

- ✓ **Develop new customer** and maintain continuous contact with existing ones by making client visit.
- ✓ Detailed **study of Shed drawing**/specification and processing it for making proposal drawings & approval for estimation work.
- ✓ **Ledger reconciliation** with client & payment follow up according to the agreed payment terms
- ✓ **Assisting the sales team**, focusing mostly on managing schedules and the distribution of any sales documentation.
- ✓ Handle the processing of all **orders with accuracy and timeliness**. To review all the document related projects and communicate the points with client which is not in favor to us.
- ✓ Inform clients of **unforeseen delays** or problems in projects
- ✓ Preparing **Techno-commercial offer** for Product Sales & structure.
- ✓ Regular **co-ordination** with vendor, production, stores and QC department in order to achieve timely delivery.
- ✓ Store and sort financial and non-financial data in electronic form and present reports
- ✓ Respond to complaints received from customers and give after-sales support when requested
- ✓ **Update Pre-Sales MIS**, Project List, Cash Flow for Supply & Erection.

2. Since June 2015 to Sept 2017 with Capiq Engineering Pvt. Ltd (100% EOU Unit) as Sr. Executive – Marketing (international and domestic)

- ✓ Take care of end to end process of customer
- ✓ Develop new customer and maintain continuous contact with existing ones.
- ✓ Detailed study of engineering drawing and draw conclusion based on the drawing.
- ✓ **Costing of precision parts and assemblies, maintaining BOM**
- ✓ Regular co-ordination with vendor, production, stores and QC department in order to achieve timely delivery.
- ✓ Organizing & conducting internal team meeting in order to keep everyone updated about ongoing projects.
- ✓ Continuous track the due payment details of customer via excel sheet format
- ✓ Having experience of ISO implementation, ISO documentation and conducting Internal Audit.
- ✓ Maintaining Marketing records like Customer order, Customer order review register, Dispatch register & Customer complaint register and also preparing KPI and discussing in the MRM meeting to improve the weak points

- ✓ Analysis of customer order register, rejection data, on time delivery sheet, quotation sheet and employee attrition data for the monthly, quarterly & half yearly basis and presenting to management.

3. Since February 2014 to May 2015 with Gujarat Television pvt. Ltd. (GTPL) as Sr. Executive-Advertising sales.

- ✓ Assisting the sales team, focusing mostly on managing schedules and the distribution of any sales documentation.
- ✓ Liaisoning with other departments and the client to provide the service most suitable to the client's needs, cost and time restraints.
- ✓ Updates managers by consolidating, analyzing, and forwarding daily action summaries.
- ✓ Provides product, promotion, and pricing information by clarifying customer request; selecting appropriate information; forwarding information; answering questions.
- ✓ Forward samples by entering request; arranging shipment; notifying customer.
- ✓ Maintaining customer database by inputting customer profile and updates; preparing and distributing monthly reports.
- ✓ Prepares sales presentations by compiling data; developing presentation formats and materials.
- ✓ Tracks sales expenses by tracking, consolidating, analyzing, and summarizing expenses; forwarding for reimbursement.
- ✓ To respond quickly and efficiently to all in-coming sales enquiries, by telephone and email, preparing brochures as required

4. Since June 2012 to Sept 2013 with Krrome Glass Pvt. Ltd., Panoli, as a Marketing Executive

- ✓ Managing the corporate clients, distributors & retailers.
- ✓ To liaise and building relationships. Externally, this could be with customers, distributors and suppliers. Internally this could mean different related and supporting departments.
- ✓ To contribute to the strategic planning of an annual or long term marketing plan to drive forward agreed company objectives.
- ✓ To manage the production of marketing materials, including leaflets, posters and flyers. This can involve writing and proofreading copy, and liaising with designers and printers;
- ✓ To arrange for the effective distribution of marketing materials
- ✓ To maintain, build and update mailing databases
- ✓ To carry out market research and customer surveys.
- ✓ To support the marketing manager, and other colleagues.

COMPUTER KNOWLEDGE

- ☞ Knowledge of operating system and have good grip on ERP, Costing software, MS Office and Internet browser.

EDUCATION

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Master of Business Administrator (MBA)

- Year of Passing: 2013
- **Score: 7.36 (CPI)**
- Gujarat Technological University (Ahmedabad)
- Narmada College of Management (Bharuch)

Bachelor of Business Administration (BBA)

- Year of Passing: April 2010
- **Score: 73.75%**
- VNSGU (Surat)

Higher Secondary Certificate (Class XII, General Stream) (HSC)

- Year of Passing: March 2007
- **Score: 72.86%**
- GHSEB Board Gandhinagar, Gujarat

PERSONAL VITAE

Date of Birth : 07 / 07 /1990

Marital Status : Married

Address : A-504, Nilkanth Residency, Near H L Party Plot, Behind Vasna Govt. School, Vadodara

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

DATE:

(Mukesh Parmar)