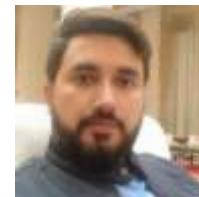


MUKESH TRIPATHI



✉ mukesh.maxima@gmail.com

☎ 9026245550

Seeking Challenging assignments in Sales & Marketing/Team Management/Business Development/Channel Management with a growth-oriented organization of repute.

Location Preference: Utter Pradesh /Gujarat/M.P/Any Where In North

PROFILE SNAPSHOT

A sales and Marketing professional with comprehensive skill and functional in-

<i>Sales & Marketing</i>	<i>Channel Sales</i>	<i>Dealers Management</i>	<i>Distributor Management</i>
<i>Competitor Analysis</i>	<i>Market Expansion</i>	<i>Display Management</i>	<i>Team Management</i>
<i>People Management</i>	<i>Vendor Management</i>	<i>Partner Account Handling</i>	<i>Promotional Activities</i>

An astute professional with over 11 years of experience across:

- ❖ Currently working with **VIP Industries Ltd** in capacity of **Area Sales Manager** in **East U.P.**
- ❖ Holds the distinction of exploring new market and achieving sales as per set targets through Dealers and distributors.
- ❖ Good communication skills and presentation skill with demonstrated ability in sales.

ORGANISATIONAL SCAN

Since Oct 2012: VIP Industries Ltd (East U.P) as ASM Joined as Sales Officer.

Key deliverable:

Sales: Taking care of the sales with focus on achieving predefined sales target and growth across East U.P Zone. Forecasting and planning monthly, quterly & yearly sales target and executing time frame.

Team Management: Handling a team of 6 DSR & 20 salesman at key outlets. Daily PJO adherence & reporting from associates to achieve set sales target of each team members. Training & Coaching of team members for product knowledge Review performance on weekly / monthly basis to keep check on gap to goal.

Marketing: Analyzing latest market trends and tracking competitor's activities and providing valuable inputs for fine tuning sales and marketing strategies; initiating market development effort.

Business Development: Executing the long term business direction of region to ensure maximum profitability in line with organizational objectives. Appoint new dealer in assigned region.

Operation: To monitor logistic and completing timely delivery of products on Sales point. Managing activities to negotiating/ finalization of deal for smooth execution of sales and order processing.

Relationship Management: Managing dealer & distributors centric operations and ensuring party satisfaction by achieving deliver timelines and service quality norms. Giving presentation to dealers and distributor on new product launch & policies.

Key Achievement:

- Successfully achieved the sales target since last six year for the zone.
- Successfully completed '**FOREIGN TRIP SCHEME**' in 2014 & 2017 and got Certificate from company.
- '**Got Excellence Award**' award 3 times based on Quarterly in pan India.

EMPLOYMENT HISTORY

Since Dec 2009 to Oct 2012 In Maxima Watches (P.A.Time Industries) as Sr.Sales Executive in Delhi.

- ❖ To handle distributor and Retailers.
- ❖ To monitor logistic and completing timely delivery of products on Sales point.
- ❖ To manage display and other sales promotional activities at retailers show room.
- ❖ Team handling
- ❖ To manage good relationship with the distributors, distributor's employees and Retailers.
- ❖ Manage after sales services

Since July 2007 to November 2009 in Britannia Newzeeland Food Pvt. Ltd. as Sales Executive in Delhi.

- ❖ Handling of distributors and retailers.
- ❖ To manage display and other sales promotional activities at modern trade outlet like- Big Bazaar, Spencer,Vishal Mega mart and other Malls.
- ❖ Took major roll in launching of 'Britannia Dahi' product in Delhi & Gurgaon.
- ❖ To manage good relationship with the sales partners.

ACADEMIC QUALIFICATIONS

2007. PGDBM Post Graduate Diploma in Business Management from NATIONAL INSTITUTE OF MAMANGEMENT AND TECHNOLOGY, GHAZIABAD (U.P.)

(Specialization – Sales & Marketing.)

2005. B.A from University Of Gorakhpur, Gorakhpur (U.P.).

2002. Intermediate from U.P BOARD.

2000. Matriculation from U.P BOARD.

IT Exposure

MS Office, Excel, Adobe Photoshop & Image Reader, Familiar with Internet.

PERSONAL INFORMATION

Date of Birth : 5 Feb 1986

Father's Name: Dr.O.P.Tripathi

Mother's Name: Mrs. Sudha Tripathi.

Marital Status : Married

Gender : Male

Languages known: English, Hindi

Interests : Interacting with people and traveling, Reading Novel and Short Stories.

Address : NayanaChasmaGhar,State Bank Road,

Anand Nagar, (Near to Gorakhpur),Maharajganj (U.P) -273155

Contact Nos.-- 09026245550

Deceleration

I hereby certify that all the above information are true to the best of my knowledge and beliefs.

Date-

.....
(MUKESH TRIPATHI)