




# PRASHANT MISHRA


ASSISTANT AREA MANAGER

## PERSONAL PROFILE

Enthusiastic sales manager with over one year of experience in handling key accounts. Accountable for developing, maximizing and maintaining long term relationship with potential and existing clients in order to enhance customer satisfaction, customer retention, and company sales.

## CONTACT

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## EXPERTISE

- New Account Development
- Relationship Building
- Lead Qualification
- Critical thinking
- Experience in CMS, MS Excel and Power Point
- Experience in Digital Marketing

## WORK EXPERIENCE

### Hettich India Pvt Ltd, Assistant Area Manager

JAN 2020 - PRESENT,  
DELHI TRADE

- Successfully opened up three major retail accounts.
- Increased business with existing accounts by 10%+ by having new products ordered.
- Successfully worked with cross functional departments(accounting, finance, logistics, customer service) to provide robust service to dealers.
- Understanding and maintaining business database which enables sales & inventory forecast, target marketing and better customer relations

### Altruist India Pvt Ltd, Product Manager

JAN 2019 - JUN 2019

- **Omchat** : Designed product flow, exceptional cases, FAQ. Developed promotional messages in English and Arabic for educating and attracting new users.
- **Friendzchat** : APP and WAP Integration : System Engineering on integrating Friendzchat App and Wap to increase customer base and user experience

## INTEREST

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READING  
TRAVELLING  
CRICKET

## LANGUAGE

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- English
- Hindi

## PERSONAL PROJECTS

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- **Raunak**  
JULY 2019 - DEC 2019  
An initiative to educate children who cannot afford good education. With funding from institute we provided poor students basic study materials and inculcated in them innovative thinking through DIY and plantation projects.
- **Inclist**  
JAN 2018 - DEC 2018  
stock market research and analysis platform, where investors could view and analyze financial statements of all the public companies in India
- **Personal Blog**  
JAN 2021- PRESENT  
**Website link: <https://awakenedmonk.com/>**  
The blog provide valuable information related to digital marketing and strategies to bring revenue online.

## CERTIFICATIONS

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Fundamentals of Digital Marketing by Google Digital Garage.  
Certificate id: HLG CGJ DYC

## EDUCATION

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### **MBA, Thapar University, Patiala**

JULY 2018 - JUNE 2020  
MARKETING AND BUSINESS ANALYTICS  
cgpa: 7.68

### **B Tech, Thapar University, Patiala**

JULY 2015 - JUN 2018  
COMPUTER SCIENCE  
cgpa: 8.47

## EXTRA CURRICULAR ACTIVITIES

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- **Global Leadership Summit 2018**  
secured 1st rank 2018 with team of 8 members
- **Thapar MUN 2019**  
Awarded 3rd rank