

## **PRAVEEN KUMAR**

Address: 724 TAGASARAY GATE, HAPUR DISTT - HAPUR (U.P.)

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PK052830@GMAIL.COM

### **OBJECTIVE**

An astute & hardcore **Marketing professional** aspiring to contribute creative marketing skills and project experience combining strong customer-service focus in an exciting marketing-oriented setting .Seeking a challenging assignment to build up a strong career in the field of marketing through exploring potential, learning with the organization and collaborating with teams that enhance organization's success. **From 5.02.2013 to 30.06.2016**

Company: **Hindustan Coca-Cola Beverages Pvt. Ltd.**

Position: RTM Sales Co-Ordinator

Staff Position: Reporting to RTM Manager

### **JOB RESPONSIBILITIES:**

- Independently handling **assigned area (Western UP)**
  - Responsible for achieving product and value based targets (primary sales) on monthly basis.
  - Ensure the availability and visibility of brands in the assigned area. .
  - Analyze the distributor and Bottler's services in the market, competitor's activities in the area and maintaining the maximum market share of own brand in the area.
  - Coordinate and make interpersonal relationships with various departments for get the work done.
  - Responsible for execution of orders placed by distributors including review of commercial status of distributor and allocation of stocks.
  - Assessing credit worthiness, analyzing required credit limit of distributor and maintained it as per the compliance of company credit policy.
  - Generate reports in the specified formats on a regular basis.
  - Implement company policy related to distributor holding, coverage policy, and sales reports.
  - Identify the BBD stock at distributor point and proper drainage of stock with the compliance of quality manual.
  - Solving the all problems of the distributor
  - Interacted with distributors & retailers
  - Collected data through schedules.

**ASIAN PAINT LTD COMPANY:** Since **July 2016 to July 2018** Posted at Meerut  
**Designation : Ezy colour Consumer Associate (ECA)**

### **JOB RESPONSIBILITIES: -**

- To promote **Asian Paints** among architects and builders in order to generate secondary sales
- Responsible for all Retail sales related activities.
- Increase customer's sales for deployment in specific areas.
- Negotiating with the purchases and implementation of company policies.
- Preparing reports from the field sales achievements.
- Developing sales oriented projects and marketing strategies.
- Maintaining strong relationship with the Consumer.
- Promotions planning and implementation
- Conducting promotional events periodically to motivate painters and contractors.
- Inducting training programme timely to develop awareness about product quality.
- Help marketing team in promotional activities in the territory.

**Stanvac Paint Chemical (India) LTD. : Since September 2018 (Presently Working)**  
**Designation : Senior Sales Executive**

**JOB RESPONSIBILITIES: -**

- Organising **sales** visits.
- Demonstrating and presenting products.
- Establishing new business.
- Maintaining accurate records.
- Attending trade exhibitions, conferences and meetings.
- Reviewing **sales** performance.
- Negotiating contracts and packages.
- Aiming to achieve monthly or annual targets.

**Achievements-**

- Increased revenue by tapping major projects.
- Aligned major contractors of the territory by involving them in Contractor Programme to increase sales volume.
- Increased sales volume by increasing secondary sales

**EDUCATION**

<b>QUALIFICATION</b>	<b>UNIVERSITY</b>	<b>YEAR</b>
M.Com	C.C.S. University, Meerut	2016
B.Com	C.C.S. University, Meerut	2013
10+2	U.P. Board, Allahabad	2009
Matriculation	U.P. Board, Allahabad	2007

**COMPUTER SKILLS**

- Operating System: OS, Windows2000, XP
- Applications: MS Word, MS Excel, MS Power Point, MS Access, Internet skill.
- Basic knowledge of ERP.

**STRENGTHS**

- Smart working and sincere.
- Adaptive towards works and environmental culture.
- Disciplined and good learner.
- Respectful and Friendly towards all.
- Problem Solving, Team work, Leadership, Confidence

**PERSONAL PROFILE**

Date of Birth: 25<sup>th</sup> September 1990

Sex: Male

Nationality: Indian

Marital Status: Married

Language Known: English, Hindi

Hobbies: Strong Work Ethic, Learn about New things, Reading Books & Newspaper  
Classified - Internal use

Permanent Address: **Tagasaray Gate Hapur, Distt – Hapur (U.P.) 245101**

I hereby declare that the details given by me are complete to the facts and if found guilty, you are free to take any action.

Date:

***(Praveen Kumar)***