

Akshay Anant

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MBA (Marketing & Finance)

My experience as area sales manager for FMCG Company for more than one year thought me two things, one is performing and delivering the task before the set deadline and second how you keep your attitude while you see failure in business as well as in life. My primary role was Creating demand, sales push, handling distribution network and achieve set target. I have also little Knowledge about commercial utilization of multiple social media channels like You Tube, Facebook etc. Looking for best use of my existing experience and skills and also further my personal and professional growth.

ORGANIZATIONAL EXPERIENCES

Company: Dawoo's Food Product's Pvt. Ltd., Chhattisgarh

Designation: Area Sales Manager (ASM) (April 2019 to till now)

Responsibilities:

- Managing three Districts of Orissa Balangir, Koraput and Nabarangpur
- Managing Sales team & Counsellor all of them based on their efficiency & productivity
- Managing Superstockist and 18 Distributor for building effective distribution Network
- Establishing Sales goal by forecasting monthly sales quotas and projecting expected sales volume
- Creating Demand by offering different product's and their benefits with brand awareness
- Uses of different techniques of sales like Push Selling, Handling objection, Understanding the needs of the customer, Building brand trust
- Proactively monitors and engages poor performers to develop weaker areas and, if necessary, moves people out when performance does not improve

SKILLS

- Relationship Building
- Sales Reporting
- Territory Management
- Staff Management
- Needs assessment
- Vendor Management

ACADEMIC QUALIFICATIONS

MBA: Marketing (2017-19)

International School of Business & Media (ISB&M),
Pune

BBA: Marketing (2014-17)

ISB&M, Pune University
Pune

INTERNSHIP

Holga TechMedia Pvt. Ltd., (6 months)

Pune

- Member of the Team with the core responsibility of Digital Marketing of “ROZDHAN” app at the play store.
- WhatsApp, Facebook and Youtube marketing
- Knowledge of social, legal, ethical and technological forces on marketing decision making.
- Uses of different Promotional Strategies

AWARDS AND ACHIEVEMENTS

- Completed NCC (Indian Air Force), Ranchi
- Represented School in Indian Public Schools Conference(IPSC) in Debate Competition, Jaipur
- House Captain in the School
- Participated in Inter-school Boxing Competition
- Worked with Govt. school to understand Sarva Shiksha Abhyan Scheme

ACADEMIC PROJECTS

- “Customer Satisfaction of NISSAN TERRANO”
- Cost analysis an Cost behavior on new product “PEN”
- New product Development “Wrist Watch”

INTERESTS

- Travelling
- Social Cause
- Reading books (autobiography, novel)
- Current Affair

PERSONAL DETAIL

Father's Name: Mr. RK Niwash

Date of Birth: 27th feb,1995

Language Known: English, Hindi, Maithili

Permanent Address: South East B.ed college, SriKrishnapuri, Samastipur 848101

I hereby declare that all the information provided by me in this application is factual and correct to the best of my knowledge and belief.

Akshay Anant

