

DIGVIJAY SINGH SABHARWAL
MARKETING | STRATEGY | SALES | BRANDING

Phone- 904-587-2852 | E-mail- digvijaysabharwal@hotmail.com
Villa C-270, Panache valley, P.O. Kulhan, Sahastradhara Road, Dehradun-248013

PROFILE SUMMARY

A motivated, focused, analytical and a confident leader & team player with strong Marketing, Sales, Branding, Corporate Strategy, as well as interpersonal, verbal, and written communication skills. Having a track record of planning for, and organizing teams, as well as building, nurturing, and maintaining positive relationships across audience at all levels with solution-oriented and problem-solving approach.

RELEVANT EXPERIENCE

Medavin Healthtech Private Limited, Dehradun

Head- Business Development- January 2023- Present

Heading the Business Development, Sales and Marketing Department in the company. Dealing with client acquisition and client management pertaining to Offshore Insurance Management, Revenue Cycle Management, Medical Billing and Account Management.

Solutions De' Corporate, Dehradun

Senior Consultant- July 2018-June 2022

Worked on Marketing, Sales, and Brand strategies for clients. Served companies in Automotive, NBFC, Banking and Services sectors. Responsible for Market and Brand Communication, Employee Skill Training and Development, Sales Training, Marketing, Sales Blueprinting and Brand Strategies, in multiple cities across India. Also dealt with RERA Cases. Had to quit job due to the pandemic.

On a break due to medical emergencies (injuries in backbone) and strict bedrest, September 2017-June 2018.

Yamaha Motor India Limited, Chandigarh

Channel Development Department- December 2016-August 2017

Involved in Channel Strategy and Company Network Development. Handled new Market Identification, while appointing new Channel Partners and Dealers for the two- wheeler segment. Managed existing dealers while identifying and converting potential new dealers in the State of Punjab and Chandigarh Tricity area. Further responsibilities included working in tandem with the Marketing and Sales teams for expansion and market growth for Punjab and Chandigarh Region.

Reliance Securities Limited Hyderabad

Elite Wealth Management- February 2016- December 2016

Worked in the capacity of Elite Wealth Manager and HNI Financial Planner. Worked with Wealth Products such as Private Equities, Real Estate, Mutual Fund markets, Systematic Investment Planning, and Portfolio Management Services. Responsible for Market Analysis, Client Acquisition, and offering HNI clients a customized solution for investment needs. Further responsibilities included Distribution, Sales Planning and Closures, Assuring Client Retention, and After-Sales follow-up.

Internship

Panasonic AVC Networks India Limited- 2015, Summer Intern

Performed market surveys related to Panasonic's market share, brand perception, product usage, customer feedback, and recommended enhancement measures, if any. Worked on a project focused on social media sentiment analysis of Panasonic India. Awarded highest grade by the university and teaching authorities for the internship and project.

EDUCATION

1. I.B.S. Hyderabad- M.B.A. Core Marketing- 2016
2. Graphic Era Hill University Dehradun- B.B.A. Marketing- 2014
3. Jawaharlal Nehru School Bhopal- C.B.S.E.- Standard XII, Commerce- 2009
4. Campion School Bhopal- C.B.S.E.- Standard X- 2007

ACHIEVEMENTS AND ENGAGEMENTS

1. Awarded Best Music Director at IBS' short-film-making competition in 2014.
2. Served as Front man of IBS Hyderabad's Rock Band Diatribe; the band stood second in the B-School fest held at, and organized by Xavier Institute of Management, Bhubaneswar in 2014
3. Received Grade A for the IBS Hyderabad Summer Internship Project in Panasonic AVC Networks Ltd
4. Authored and published poems and ballads in IBS Hyderabad's Entertainment Club's magazine's 2014 issues.
5. Contributed as a senior member of the Cultural Society of IBS Hyderabad.
6. Won Logo-X, an event of Branding, organized by UPES Dehradun.
7. Qualified for Semifinals of State-Level, Inter-College Quiz Competition, titled 'Brainwave' at Graphic Era Hill University in 2012.
8. Awarded Mr. Farewell at GEHU Graduation.
9. Published self-composed multiple music tracks on YouTube.
10. Represented Bhopal District at the Madhya Pradesh State Level Basketball Championships, 2005. Awarded as the Ace Player for the Championship.
11. Member of the School House Basketball Team (Junior and Inters Division)
12. Participated as a member of the rock band opening for Bollywood playback singer Neeraj Sreedhar and the Pop Group Bombay Vikings, 2008.
13. Opened Music for a major musical event of MTV held in Bhopal in 2009. School Senior Prefect for Jawaharlal Nehru School, Bhopal-2008- 2009. Member of the Campion School Marching Band (Multiple Instruments). Member of the Campion School Junior Choir Group.
14. An active field athlete. Regular participant in Shot-Put, Discus Throw, Tug-Of-War, and Hammer Throw events.