

Akshay Anant

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MBA (Marketing & Finance)

Enthusiastic Sales Manager with approx. 2 years of experience in leading sales team, documented track record of establishing and growing sales in new geographic territories, proven ability to maximize sales through establishing strong customer relationships and consistent achievement of demanding sales goals. Multi-awarded Best Sales Manager by previous company. Seeking for a challenging assignment and responsibility with an opportunity for growth and career advancement as an achievement.

ORGANIZATIONAL EXPERIENCES

Company: Dawoo's Food Product's Pvt. Ltd. (FMCG)

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

Responsibilities:

- **Managing Sales department along with Marketing Operations in three Districts.**
- Handling a team of 8 associates by building enthusiasm and adapting feedback
- Continuous Monitoring 18 Distributor for building effective distribution Network
- **Actively monitoring Key performance metrics of sales team, identified challenges and created new solutions applying proven problem-solving techniques.**
- Establishing Sales goal by forecasting monthly sales quotas and projecting expected sales volume, **led sales team to exceed sales targets by 10% each quarters.**
- Handling Statistical analysis area dealing with sales and finding new channels for distribution
- **Building brand awareness and conducting various advertising campaigns**
- **Served in COVID-19 Pandemic**

SKILLS

- **Knowledge on Statistical analysis area dealing with sales**
- Business Communication (Influencing)
- Critical thinking / Problem Solving
- Territory Management / Marketing Operations
- Sales Planning / Result Oriented
- Great Team-Building skills
- Building relationships / Client Management
- Leadership

ACADEMIC QUALIFICATIONS

2019	International School of Business & Media (ISB&M), Pune MBA in Marketing CGPA 6.2
2017	ISB&M College of Commerce, University of Pune BBA in Marketing 69.7 %

INTERNSHIP

Holga TechMedia Pvt. Ltd. (6 months), Pune

- Member of the Marketing 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 such as events in Colleges, events in malls etc
- **Helps in reaching more than 50K downloads per day from play store**

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”
- Customer Satisfaction for ROZDHAN app

INTERESTS

- Travelling
- Human Rights and it's violations
- Social Cause / Community Involvement
- Reading books (autobiography, novel)
- Current Affairs
- Debate and Speech

PERSONAL DETAIL

Mother's Name: S Sinha

Father's Name: R K Niwash

Date of Birth: 27th feb, 1995

Language Known: English, Hindi, Bhojpuri, Maithili

Permanent Address: A8-102, Xrbia Township Hinjewadi, Pune 411057

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