

ROHAN VIJAY WALKE

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Aim to scale heights in the field of Sales & Marketing, Channel sales with the leading organizations.

SYNOPSIS

Professional with over **8 years** of work experience including **5 years** of job experience in Marketing , Handling Channel Sales, Product and Sales Management and around **3 years** of Business Experience.

CARRIER OBJECTIVE

To be associated with the progressive organization that gives scope to learn and to apply my knowledge and skills in area of development and to be part of the team that dynamically work towards the growth of the organization.

PROFICIENCY FORTE

Sales and Marketing

- Managing sales and marketing operations thereby achieving increased sales/maximizing profit in assigned territory.
- Implementing marketing and Sales plan for augmenting the business volume by enhancing brand visibility & recall.

Business Development

- Identifying prospective clients, generating business from new accounts and developing them to achieve consistent profitability.
- Managing the launch of new products across assigned territories.

CAREER FEATURES

**Since October 2019 till Present with Arrow Powder Coats India Pvt. Ltd., Nagpur
(It is Powder Coating paints manufacturing Unit in Butibori, Nagpur)**

Area Assigned : Vidarbha, Western Maharashtra, Madhya Pradesh & Chhatisgarh

Designation : Area Sales Executive

Chief Responsibilities :

- To Look after the sales and collection of Powder Coating Paints.
- Responsible for monthly as well as yearly Sales and Collection Targets in the assigned territory through Direct Dealers in Madhya Pradesh, Chhatisgarh & Western Maharashtra and through Direct Customers in Vidarbha region.
- Exploring potential business avenues and expanding existing clientele. To cater in industries such as Panel manufacturers, Furniture manufacturers, Aluminium and Coolers manufacturers etc.
- To communicate the schemes launched by the company in effective way and ensure that dealers get enrolled for these schemes.
- Gaining new customers and Retaining same customers by providing best possible service in terms of immediate response to enquiries, quick execution of orders & by keeping the customer updated.
- To collect and analyze Competitors data and schemes and to keep vigil on Competitors activities.

Since April 2016 till April 2019 – Business / Self Employed

- **Business** – Distributor of Electrical Accessories
Looking after the Sales and collection of over 100 dealers.

Since JULY 2015 till December 2015 with V.I.P. INDUSTRIES LTD., MUMBAI

Assigned area: Western Mumbai

Designation: Area Sales Executive

Chief Responsibilities:

- Looking after sales in general trade channel for brands V.I.P., Skybags, Carlton, Alfa and Aristocrat.
- Responsible for monthly as well as yearly Sales and Collection Targets in the assigned territory through Direct Dealers network.
- Exploring potential business avenues and expanding existing clientele.
- Responsible For inshop branding of the stores as well as display activities.
- To provide proper demonstration of Newly launched products and ensure that these products are placed and properly displayed at the stores.
- To communicate the schemes launched by the company in effective way and ensure that dealers get enrolled for these schemes.

- To collect and analyze Competitors data and schemes and to keep vigil on Competitors activities and to initiate the corrective steps through Marketing Team, if needed.

Since Aug 2013 till June 2015 with Bajaj Electricals Ltd., Kitchen Appliances Division, Mumbai

Assigned area: Nashik, Navi Mumbai, Western Mumbai

Designation: Territory Sales Incharge

Chief Responsibilities:

- Responsible for implementing the new policy of the Company called RREP (Reach and Range Expansion Program) under TOC (Theory of Constraints) in the assigned Territory.
- Responsible for monthly as well as yearly Sales and Collection Targets in the assigned territory.
- Exploring potential business avenues and expanding existing clientele.
- Deepening of Relationships with existing customers of the Company.
- Retaining customers by providing best possible service in terms of immediate response to enquiries, quick execution of orders & by keeping the customer updated.
- Responsible for Branding in stores in assigned areas.
- To collect and analyze Competitors data and schemes and to keep vigil on Competitors activities and to initiate the corrective steps through Marketing Team, if needed.
- Accountable for Promotional Activities like Van activity, Demo at selected Retail outlets etc. to create Brand Awareness among the consumers.

**Since SEP. 2012 till AUG. 2013 with CROMPTON GREAVES LTD., Pune
Through Ikya Human Capital Solutions**

Chief Responsibilities:

- Exploring potential business avenues and expand existing clientele.
- Deepening of Relationships with existing customers of the Company.
- Responsible for channel partners.
- Responsible for Branding in stores in assigned areas.

- Accountable for Promotional Activities to create Brand Awareness among the consumers.

EDUCATIONAL QUALIFICATIONS

| Course | University/ Institution | Specialization/Principal Subjects | % of marks obtained | Year of Passing |
|--------------------------------|--|--|------------------------------------|----------------------------|
| Master in Marketing Management | Pune University/Sinhgad Business School | Marketing | 54 | 2012 |
| P.G.D.M.L.M | Pune University/Sinhgad Business School | Materials & Logistics | 69 | 2011 |
| B.Com | Nagpur University/G.S. college of commerce | Commerce | 53 | 2010 |

PERSONAL DETAILS

Date of Birth : 07-09-1987

Marital Status : Married

Sex : Male

Language Proficiency : English, Hindi, Marathi

Present Address : Plot no.02, Sargam Apts., Pt. Malviya Nagar,
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