

# SHASHANK KACKER

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**Phone:** +91-9695959984

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## SUMMARY

Confident, articulate and determined Sales and Marketing Executive with 2 years of experience in managing sales and marketing strategies. Involved in a wide range of sales activities across both traditional and digital channels.

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## EDUCATION

- **Galgotias Institute of Management and Technology, Greater Noida (JUNE 2019)**  
Master in Business Administration (Marketing/Finance)
  - **National P.G. College, Lucknow (2013-2016)**  
Bachelors of Business Administration
  - **Goel Institute of Technology and Management, Lucknow (2013-2016)**  
Diploma in Civil Engineering
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## EXPERIENCE

### SALES AND MARKETING EXECUTIVE

**FUTURE TECH WIZARDS LLP (JANUARY 2019 – PRESENT)**

(A sister concern of [Truechip Solutions Pvt. Ltd.](#))

- Works with the sales Manager and team to develop and execute programs to drive pipeline and close deals.
  - Manage the proposal and work order process for assigned accounts & territory.
  - Maximizing the sales opportunities, proactively creating new opportunities and achieving sales targets.
  - Identifies prospects and develop sales strategies to secure new business. This may include sales calls, competitive analysis, coordination of presentations and proposals, in-office demonstrations, direct mail campaigns, and follow up activity coordinated within that plan.
  - Manage and be the point of contact for assigned existing channel partners.
  - Measures the impact and effectiveness of marketing activities by analyzing data from tools like Mailchimp, Google Analytics, Hootsuite etc.
  - Manage SMS and Email Marketing tools.
  - Keeping an eye on website for regular updates to increase reach by uploading news item.
  - Organizing marketing related activities mailers, sms and call campaign to increase brand awareness and presence in the market.
  - Involved in formulation and execution of digital marketing initiatives – SEO, SEM with digital marketing team.
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## CORE COMPETENCIES

- Negotiation Skill
- Client Relation and Retention
- Microsoft Office (word, Excel, PPT)
- Leadership

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## CERIFICATIONS AND COURSES

- The online Marketing Fundamentals Course by **Google**.
- Six Sigma Green Belt Certification from **Linkdin**.
- Successful Negotiation: Skills and Strategies from Coursera by **University of Michigan**.
- **Hubspot** sales software certified.

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## PERSONAL DETAILS

Fathers Name:- Sandeep Kumar Kacker

DOB:- 23<sup>rd</sup> March 1994

Language Known:- Hindi and English ( Read, Write and Speak)

Permanent Address:- Raghunandan Ashiyana, Chinhat, Lucknow

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## DECLARTIONS

I hereby declare that the above information furnished by me is true to the best of my knowledge and belief.

DATE:

(SHASHANK KACKER)

PLACE: