



# SHRI KRISHNA SHARMA

Highly motivated and flexible professional with experience in customer relationship, planning, forecasting, and business development. Competence to understand the psychological aspects of customer behavior to identify the needs with keen interest in executing and managing the brand strategies.

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## PROFILE SUMMARY

### Deputy Manager - Customer Relationship & Sales Planning

#### Tata Metaliks, Kolkata: May 2022 - Present

##### Key Result Areas:

- Managing a diverse portfolio of more than 10+ Elite Customers & building long-term relationships with new customers.
- Conducting Market research to comprehend market potential & subsequently strategizing to facilitate our Annual Business Plan of 3.7 Lakh Tonnes of DIP.
- Designed & Implemented Project Preference Matrix to evaluate targeted projects and devised a lucrative plan to increase Net Realization by 10%.
- Liaised with multiple account managers for planning, directing, and coordinating in creating production schedule and dispatch schedule from market demand to final finished product.
- Maintaining daily dispatch plan, stock liquidation involving distribution of order load and bifurcation of allocation for DI pipes.
- Assessing Customer issue & preparing contingency plan to avoid excess inventory
- Involved in developing the methodology for integration of Salesforce CRM with the existing lead management platform in Sales planning, S&OP and Logistics.
- Responsible for calculating Scope 3 emission in outbound logistics and devising a future roadmap which was successfully audited by an external party.
- Liaison with International Customers.

## INTERSHIPS

### Organization – Cholayil Pvt Ltd. (Medimix) – April '21 & May '21

**Role:** Analyzing the Personal Care Consumer Goods & Purchasing Behavior on E-Commerce Platforms in India

##### Key Result Areas:

- Recommended new product category (Men Care) and developed its GTM strategy where Medimix can penetrate in the market.
- Analyzed the Product Selection Criteria and plotted the customer and user journey roadmap.
- Consumer selling at key retailer outlets in modern trade and general trade to create awareness.
- Engaged in Social Media marketing and Influencer marketing for the launch of Medimix Facewash
- Conducted price benchmarking and competitor analysis of Moisturizers, Lotion and Hand Cream category.

## PROJECTS

- Short Term Project - **The Babybo**, August 2021 - September 2021
  - Project Title: Identifying & recommending business development, sales and marketing plans and getting retailers and hospitals on board by doing B2B sales and promotion.
- Short Term Project – **Cholayil (Medimix)**, February 2021 - March 2021
  - Project Title: Drove product launch in Delhi acting as Brand Ambassador and Performed channel level selling for getting channel insights and persuaded channel partners.

## CERTIFICATIONS

- Social Impact strategy: Tools for Entrepreneurs and Innovators, Coursera, 2018
- Psychology at Work, Coursera, 2018

## CORE COMPETENCIES

Market Research & Analysis

New Product Development and Launch

Go-to-Market Plans

Customer Relationship

Strategy Planning & Execution

Marketing Campaigns

Brand Management

Project Execution & Management

Cross-Functional Team Coordination

## EDUCATION

- **PGDM in Marketing** from IMT, Ghaziabad in 2022 with 67%
- **B.Tech.** from Madhav Institute of Technology and Science, Rajiv Gandhi Proudyogiki Vishwavidyalaya, Bhopal, in 2019 with 67.70%
- **Senior Secondary** from Central Academy, Gwalior in 2015 with 83.6%
- **Secondary** from Central Academy, Gwalior in 2013 with 81.70%

## PERSONAL DETAILS

- **Date of Birth:** 26<sup>th</sup> May 1997
- **Languages Known:** English & Hindi
- **Address:** G-17B, Adityapuram, Gwalior, M.P. - 474020

## EXTRA - CURRICULAR

- **Founder** Rental book-based Startup "Instabuk", 2017
- Event Co-Ordinator, TEDxMITSG "Maneuving Ingenuity", 2017
- Finalist, Startup India Madhya Pradesh Yatra, 2018
- Winner of Cricket & Football Tournament, IMT Sports League 2021, IMT Ghaziabad
- Member, Cultural Committee, IMT Ghaziabad, 2020-22