



8624814598(Alt)
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Academic Credentials:

- MBA-MARKETING –SMU Mumbai(2013)
- B.B.A- DNC NAGPUR MH(2008)
- HSC-NAGPUR Board,MH (2005)
- SSC-NAGPUR Board, MH(2002)

AREA OF EXPERTISES:

- STOCKIST
- DISTRIBUTOR
- DEALER(M.B.O)
- KEY ACCOUNT
- SHOP IN SHOP
- INSTITUTION

Personal Profile:

- Date of Birth - 20th-Sep-1987
- Sex - Male
- Nationality - India
- Marital Status - Married
- Passport No - *****

Permanent Address:

•Nagpur

Strengths:

- Proactive and Hard working.
- Leadership.
- Confidence & Positive approach.

Hobbies:

- Singing & Listening song
- Reading Books

Language:

- English
- Hindi
- Marathi

Career Objective:

Working as an Area Sales Manager, where I have developed my skills and I am greatly enjoying this role. I am always looking for a new challenge that will provide me with the opportunity to further develop my career in sales & marketing, and sales training. I believe I would fit well into the any company's team culture and contribute to the ongoing success of the sales & marketing.

Core Qualification:

- Adept in managing entire life cycle in development / introduction of new brands including product type & quality assessment, merchandising and visibility plans, market surveys, etc. at regional levels, collaborations & tie-ups for establishing primary & secondary networks.
- Interact with outlets salespersons to know the territory movement of the brand, availability, product promotion and display of the brand.
- Conduct promotional activities
- Proficient in all aspects of end user and channel sales
- Ability to implement cost-effective sales techniques to boost revenue.
- Adept at developing strategies to create a competitive edge
- Solid communications and motivational skills
- Handling a team of 6+ Sales person

Key Skills:

- Account Management
- Merchandising & Space Management for Key Customers
- Quality of sales-Hygiene (monitoring of outstanding etc.)
- Business Development
- Strong Client Relations
- Achievement of Target Business Volume(Hit Monthly Sales Quota for Territory)
- Effective Implementation of Marketing Programs
- Team Development/Competence Development
- Identification Newer Markets and Business Opportunity

Achievement:

- Re-organized something to make it work better
- Identified a problem and solved it
- Come up with a new idea that improved things
- Developed or implemented new procedures or systems
- Worked on special projects
- Received awards
- Been complimented by my supervisor or co-workers
- Increased revenue or sales for the company
- Saved money for the company
- Saved time for the company
- Contributed to good customer service

Work Experience:

Rupa & Company LIMITED
Since AUGUST-2020-TILL DATE
A.S.M. (Channel/Trade)
Area-Maharashtra(Nagpur)

BRANDS (RUPA FRONTLINE,JON,MACROMAN,HUNK,SOFTLINE)

PRODUCT LINE- MENS GARMENT

Roles and Responsibilities:

Achieving Secondary Targets, Meeting assigned primary & secondary sales target.

Healthy inventory maintenance to ensure Demand supply.

Market Expansion

Identifying uncovered / potential market & creating outlet base.

Frequently experimenting with new ideas to improve market penetration.

Must be able to analyze the current market trend & movement of style ranges.

Must be able to train & co-ordinate with S.O. & D.S.Os regarding movement of all style ranges that they will be able to demonstrate the same to retailers.

Distributor's Daily sales, stock replenishment, payment follow-ups & regular feedback.

Marketing Team POP installation, module allocation.

Commercial Team - Reports, billing details, payment status, TA-DA, incentive schemes, target vs achievement status.

LOVABLE LINGERIE LIMITED
Since APRIL-2019-MARCH-2020
A.S.M. (Channel/Trade)
Area-MUMBAI+GUJRAT

BRANDS (LOVABLE)

PRODUCT LINE- LINGERIE

Roles and Responsibilities:

- Achieving Secondary Targets, Meeting assigned secondary sales target.
- Healthy inventory maintenance to ensure Demand supply.
- Market Expansion
- Identifying uncovered / potential market & creating outlet base.



- Frequently experimenting with new ideas to improve market penetration.
- Must be able to analyze the current market trend & movement of style ranges.
- Must be able to train & co-ordinate with A.S.E. & D.S.Os regarding movement of all style ranges so that they will be able to demonstrate the same to retailers.
- Distributor's Daily sales, stock replenishment, payment follow-ups & regular feedback.
- Marketing Team POP installation, module allocation.
- Commercial Team - Reports, billing details, payment status, TA-DA, incentive schemes, target vs achievement status.

ACTOSERBA ACTIVE WHOLESALE PVT. LTD

Since Oct-2017-MAR 2019

B.D.E (Channel/Trade)

Area-VIDARBHA+CHATTISGADH

BRANDS (zivame)

PRODUCT LINE- LINGERIE

Roles and Responsibilities:

- Generate business with Distributor, Dealers
- Business development & expanding customer base.
- Able to work independently in a fast paced and rapidly changing environment customer base.
- Giving continuous accurate and relevant feedback to company.
- Ensuring that the sales database is always up to date and accurate.
- Handled the entire MBO (Multiple Brand Outlets).
- Setting up and managing distribution network for increased market penetration and mapping new market segments
- Conducting selling programs/strategies to improve the product awareness and enhance business growth
- Ensuring that all statutory requirements pertaining to sales and operation are complied with and in defined time frame
- Planning and forecasting of monthly/quarterly sales targets with timely execution to meet business objective.
- Setting secondary targets for Distributors in territories.

BRAND CONCEPTS LTD

Since DEC-2014-SEP - 2017

SALES MANAGER (Channel/Trade)

Area-Maharashtra +Telangana

BRANDS (TOMMY HILFIGER, AND, GLOBAL DESI,SUGARUSH,THE VERTICAL,CALVIN KLEIN)



PRODUCT LINE- LUGGAGE, WALLET & BELT,HANDBAG,BAGPACK

Roles and Responsibilities:

- Proficient in implementing plans & developing new distribution channel to expand market on the basis of regular consumer segmentation to cover the market gaps.
 - Excellence in managing the performance of dealers and ensuring implementation of marketing activities; imparted regular trainings to the dealers and sales team on products & sales strategies which led to multi-fold increase in revenue.
 - Rich experience in making decisions for smooth progress of day-to-day business operations
 - Expertise in heading the Profit Centre Operations along with managing strategic relationships, market analysis & expansion, competency development, pricing models
 - Displayed competency in key account management including customer segmentation, product positioning & sales cycle management.
 - An effective communicator with exceptional analytical, technical, negotiation and relationship management skills with the capability to relate to people at any level of business & management.
 - Responsible for designing market plans to improve the market share of the company.
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Gokaldas Intimatewear pvt. Ltd.

AUG-2011 to Dec-2014

Sales Executive

Area-Mumbai + Vidarbha

BRANDS (ENAMOR,INNAYA)

PRODUCT LINE- LINGERIE, NIGHT WEAR

Roles and Responsibilities:

- Business development & expanding customer base.
- Handled the entire MBO (Multiple Brand Outlets).
- Setting up and managing distribution network for increased market penetration and mapping



new market segments

- Conducting selling programs/strategies to improve the product awareness and enhance business growth
 - Ensuring that all statutory requirements pertaining to sales and operation are complied with and in defined time frame
 - Planning and forecasting of monthly/quarterly sales targets with timely execution to meet business objective.
 - Planning and executing various promotional schemes for MBO's
 - Acquisition of Exclusive shelf space for our product in MBO's.
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Kurlon Limited

Business Officer

Nov-2008 to Aug-2011

Area-Mumbai+Vidarbha

BRANDS (Kurlon,Kuropillo)

PRODUCT LINE- Mattress, FOAM, sofa, Pillow, Furniture, Furnishing

Roles and Responsibilities:

- Primarily consists of promoting the products manufactured and marketed by the company to the dealers
 - Also responsible for ensuring prompt payments from dealers and customers in accordance with the terms of business of the company.
 - Also gather such market intelligence about the activities of competitors, their prices, promotion strategy and anything else that will have bearing on our sales.
 - To achieve the sales targets on monthly/quarterly/annual basis.
 - Ensure that Kurlon brands have the maximum coverage in the assigned area.
 - Generate visibility for all Kurlon brands.
 - Developing and appointing new business partners to expand product reach in the market and working in close interaction with the dealers to assist them to promote the product.
 - Organizing promotional activities like campaigns, promotions & exhibitions for enhancing market visibility & achieving better market reach
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Declaration:

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



Date: __/__/____
Place:

Signature

NEERAJ MISHRA

