

# RESUME

## AMRITANSHU DUTT PANDEY

S/O Ram Dutt Pandey

HNo - EWS 285 Vikash Nagar Vistar Bargadwa Gorakhpur,  
Near Pancha Mukhi Hanuman Mandir, Uttar Pradesh PIN-273007

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## CAREER OBJECTIVE:

- Seeking a challenging and growth-oriented position in the marketing sector and to work continuously towards increasing my Marketing & Sales skills, Professional expertise and overall development.

## ➤ PROFESSIONAL QUALIFICATION:

- MBA in 2023 in Marketing & IT from Swami Vivekanand Subharti University Meerut.
- MA in 2019 in Psychology from DDU Gorakhpur University.
- BA in 2017 in Art from DDU Gorakhpur University.

## ➤ ACADEMIC QUALIFICATION:

12 <sup>th</sup>	Vishwa Bharti inter collage (U.P BOARD)	2011	60.00%
10 <sup>th</sup>	Vishwa Bharti inter collage (UP BOARD)	2013	61.90%

## WORK EXPERIENCE

### ❖ BS SPONGE PVT LTD

- ❖ is an Indian manufacturer, seller and exporter of Iron rod & steel TMT BAR and making metal & steel product
- ❖ **Making a TMT BAR, Billet, Strip, Coils, Ferro alloys, MS Pipes**

**Designation-: REGIONAL SALES MANAGER VARANASI,  
PRAYAGRAJ, GORAKHPUR, AZAMGHAR & LUCKNOW REGION**

**Jan. 2024 to Till Now**

## JOB RESPONSIBILITY:

- Recruited and nurtured channel & direct partners, fostering a positive working relationship and ensuring consistent business growth.
- Established strong partnerships with OEMs, driving product visibility and market expansion.
- Conducted regular follow-ups with channel & direct partners, ensuring seamless business operations and customer satisfaction.
- Identified and capitalized on new market opportunities, expanding the channel & direct network across multiple territories.
- Engaged with sub-dealers to understand their requirements and provide tailored solutions.
- 7 year experience in a channels sales.
- Developed and executed data trend marketing campaign, resulting in an increase in customer acquisition and retention.

❖ **CAPTAIN STEEL PVT LTD GORAKHPUR REGION**

**Designation-: AERA SALES OFFICER: July 2021 to Dec. 2023**

**Company Profile: AVTOR STEEL PVT LTD.** is an Indian steel making company this company is related a BMS group's largest company in a steel sector

**JOB RESPONSIBILITY:**

- Spearheaded the recruitment of new channel partners and fostered strong relationships with existing partners, resulting in an increase in market reach.
- Conducted regular BTL activities at dealer and sub-dealer points, driving brand visibility and customer engagement.
- Identified and capitalized on new market opportunities, expanding the channel network across multiple territories.
- Coordinated with key contractors to implement business development strategies, resulting in revenue growth.
- Led a high-performing team, effectively planning and executing sales targets, resulting in an increasing sales revenue.
- Implemented a comprehensive sales training program for new channel partners, resulting in an increase in market reach and strengthened business relationships.
- Collaborated with the marketing team to launch a new product line, achieving an increase in market share.

❖ **KAMDHENU LIMITED (I) LTD: -  
DELHI VARANASI REGION**

**Designation-: Sr Sales Executive from January 2018 to March 2021.**

**Company Profile: Kamdhenu PVT LTD.** is an Indian manufacturer, seller and exporter of Iron rod & steel and making metal & steel product

**JOB RESPONSIBILITY:**

- Recruited and nurtured channel partners, fostering a positive working relationship and ensuring consistent business growth.
- Established strong partnerships with OEMs, driving product visibility and market expansion.
- Conducted regular follow-ups with channel partners, ensuring seamless business operations and customer satisfaction.
- Identified and capitalized on new market opportunities, expanding the channel network across multiple territories.
- Engaged with sub-dealers to understand their requirements and provide tailored solutions.
- Developed and executed targeted marketing campaign, resulting in an increase in customer acquisition and retention.

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❖ **BERGER PAINT INDIA LTD.  
: AMETHI & RAEBARELLI**

**Designation-: SALES EXECUTIVE from August 2017 to December 2018**

**Company profile: BERGER PAINT INDIA LTD. PAINT & CONSTRUCTION  
CHEMICAL/WALL PUTTY.**

**JOB RESPONSIBILITY:**

- Builds and maintains strategic relationships with partners and customers.
  - Meeting with sub dealer know their requirement and fulfill their requirement
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- Attend all the meeting to know the requirement of clients and supervise the deal till the delivery of the product and even after that if required.

## ❖ **DS GROUP : DELHILUCKNOW**

**Sales Executive: APRIL 2016 to JULY 2017**

**Company Profile: DS Group** is a leading manufacturer and exporter of FMCG & TABCO Products.

### **JOB RESPONSIBILITY:**

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Actively seek out new sales opportunities through cold calling, networking etc.

Recruit new channel partners and develop positive working relationship with channel partners.

### **PROFESSIONAL SKILLS:**

- Determine in marketing objectives & market trend analysis.
- Planning of manpower for achieving targets as per target assigned.
- Team Leader

### **PERSONAL STRENGTH:**

- Ability to work with a team.
- Innovative, Positive Thinker and Quick learner.
- Goal oriented and Spirit.
- Honesty and self- motivation.

### **INTERESTED AREA:**

- Marketing & Sales
- Branding & Project Sales

### **PERSONAL DETAILS:**

Father's Name : Mr. Ram Dutt Pandey Date of  
Birth : 10<sup>th</sup> November 1997 Language  
Known : Hindi & English Sanskrit

Marital status : Married  
Sex : Male

Permanent Address : EWS-285 Vistar Nagar Vikash Barga dwa Dist.- Gorakhpur UP, Pin-273007

**DECLARATION:**

I hereby declare that all the information given above is true in the best of my knowledge and belief.

**Place: GORAKHPUR**

**Date:.....**

**(AMRITANSHU DUTT PANDEY)**