




VIVEK KUMAR SHAW

KEY ACCOUNT EXECUTIVE



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PROFILE

An enthusiast marketer who loves to take challenges. Aspiring to achieve high career growth through a continuous learning process keeping myself dynamic and visionary and taking on added responsibilities to meet team goals.

SKILLS

- Team Management
- Team Player
- Sales Forecasting
- Decision Making
- Market mapping
- FMCG Product Knowledge

EXPERIENCE

RELIANCE RETAIL -JIOMART B2B |KEY ACCOUNT EXECUTIVE
APRIL 2022 - APRIL 2023

Key responsibilities:

- Created daily and weekly sales plans and order lists.
- Responsible for generating business with institutional clients and achieved a client conversion rate close to 90%.
- Diligently followed the institutions' visit plan every day(Small, Medium, and Big institutions).
- Enrolled and tagged renowned Hospitals, Ashrams, and Colleges.
- Understood clients' business and assisted articles to them.

WINTER INTERNSHIP (SEPTEMBER 2020 TO OCTOBER 2020)
Pantaloons (30 days)

- Overseeing the customer service process.
- Resolving customer complaints brought to attention.
- Possessing excellent product knowledge to enhance customer support.
- Maintaining a pleasant working environment for our team.
- Delivering information about a company's offerings through tele calling.
- I have made a highest sale a day during my tenure at Pantaloons store (Sirampur branch).

EDUCATION

MASTERS IN BUSINESS ADMINISTRATION (MBA)

E.I.I.L.M (Vidyasagar University)
Completed in 2022

BACHELOR OF BUSINESS ADMINISTRATION

George College (M.A.K.A.U.T)
Completed in 2017

HIGHER SECONDARY EDUCATION

Rishra Vidyapith Main
Completed in 2014

SECONDARY EDUCATION

Kendriya Vidyalaya No.1 Ishapore
Completed in 2012

ACHIEVEMENTS

July 2022

Mentoring 1 Customer Sales Officer (CSOs) to achieve a 30% increasing their personal sales.

August 2022

Onboarded and closed the deal with two of the well-known Hospitals and Ramakrishna Mission Ashrams in northern Kolkata, Also done the highest Onboarding with Speed amongs the team of Kolkata.

July 2022

Achieved more than 130% of my target with highest sale value of 4 lakh in one day amongst all KAE.

CURRICULAR ACTIVITIES

Stock Market Analysis:

- Have an genuine interest in stock market.
- Knowledge about the price action analysis.
- Knowledge about the fundamental analysis of the stock.

SUMMER INTERNSHIP (JULY 2021 TO AUGUST 2021)

Business Economics Magazine (45 days)

- I have worked as a Business Development Manager.
- I was in the top 10 sellers of the subscription.
- We have been trained to calculate the relevant factors and bring out the best for the company.
- Generated 40+ leads through different mediums.
- Promoted company's program on various social media platforms to conduct strategy sales activities.

KEY PROJECTS

August 2022

Team Leader | Corporate Diwali Gifting -

Responsible for managing a team of 14 KAEs, coordinating them, solving key issues, collecting daily reports, curating leads, and scheduling appointments for Diwali Gifting with potential Institutions.

April 2022

Project Connect Consulate - Responsible for curating information by calling and meeting the Consulate Houses to understand their buying pattern and requirements.

February 2022

A study on brand awareness and brand preference for magazine readers with special reference to Business Economics Magazine in Baidyabati area

October 2021

Presented Startup Idea for Innovation and Entrepreneurship covering Marketing, HR and Financial Aspects with future trends and forecasts.