

ABHISHEK SINGH

Pune, Maharashtra, India

Contact no.: - +917058538119

Email id - abhisheksinghsamant.123@gmail.com

SUMMARY

Experienced in driving sales growth along with the market research, client handling and business building. Proven ability to exceed targets and deliver measurable results. Seeking an impactful role in sales and marketing department to leverage my expertise and contribute for the betterment of the organization.

WORK EXPERIENCE

NILON'S Enterprise Private Limited

Mar 2023 - Present

Data Management

- Collecting, storing, and organizing data from various sources within the organization.
- Ensuring data integrity, accuracy, and security.

Data Analysis and Reporting

- Analyzing data to extract meaningful insights and trends
- Creating reports, dashboards, and visualizations to communicate to our field users
- Analyzing sales data to track performance metrics such as revenue, volume, market share, and profit margins
- Identifying trends, patterns, and seasonality in sales to optimize pricing, promotions, and distribution strategies.
- Analyzing market trends, competitor activities, and consumer behavior to identify growth opportunities and threats

Product complaints

- Receiving and documenting customer complaints through various channels such as phone calls, emails, social media, or online platforms
- Actively listening to customers to understand their concerns, frustrations, and expectations regarding the product or service.
- Categorizing and prioritizing complaints based on severity and impact on the customer experience

Outlook Group Of India

May 2022 - July 2022

- Have done my Internship in Sales Department.
 - Being able to achieve all the set targets within the set timeframe.
 - Learned about PR, market segmentation, market analysis and sales pitch.
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EDUCATION

Masters in Business Administration

2021 - 2023

BALAJI INSTITUTE OF MANAGEMENT AND HR DEVELOPMENT

- Specialization in Marketing.

Bachelor in Computer Application

2019 - 2021

INDIRA COLLEGE OF COMMERCE AND SCIENCE

- Specialization in computer software and application.
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ADDITIONAL INFORMATION

- **Technical Skills:- Advance Excel, Power Bi, Python, Market Research & Analysis, Product Positioning.**
- **Certifications/ Activities:- International B2B Marketing,
Market Research Consumer Behavior,
Managing Employee Performance.
Microsoft Excel in Data Analysis
Research on binge watching behavior of the Netflix consumers.**
- **Awards: Football Player:- University Level, State Level, Zonal Level,
Cricket Player - Corporate Level.**