

RAKESH MISRA
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Seeking Senior level assignments in Marketing, Sales and Business Development.

CAREER - HIGH LIGHTS

Total work experience: 25+ years

- 1. Sep'20-Till date with Virtual Marketing, Ghaziabad as Self Employed**
 - **Own venture** and responsible of doing almost everything
 - **Responsible for Business development** with Large Corporates for BTL Activations & Digital Marketing, Retail activation, Branding, Events, etc.
 - **Acquired clients** like- Shalimar Paints, Amplifon India, Rapipay, India Shelter, TVS Tyres, BenQ, Henkel, WD, Farmina, Bicycle, etc.
 - **Installation and execution** with the help of Team on All India basis for Retail, Rural & Urban Activation, signages, branding, wooden furniture, Activation, Promotions, sampling, etc.
 - **Designed and curated** various innovative retail/other activations, Outdoor Campaigns, Digital Marketing and promotional campaigns for various clients

- 2. Jan'19-Apr'20 with OD Creations Pvt Ltd. Faridabad as Senior Vice President**
 - **Helped the company to streamline the systems and processes** for smooth operation of the company and its factory
 - **Plan, strategize, define and lay down different processes** including-procurement, vendor management, Production, quality, dispatch, installation, Invoicing, Client Servicing, payment collection
 - **Implemented SAP** to streamline the processes
 - **Increased revenue** of company by 20% in a short span of time
 - **Managed All India Opns.** for Retail branding, VM's, Store Furniture, Complete store Interior designing and fabrication, other BTL related projects in Retail space within defined timelines

- 3. June'16-Dec'18 with M/s Spar Krognos Marketing Pvt Ltd, Delhi as Business Head**
 - **Handled the New Business Development** for Retail Business i.e., sourcing business from Large Corporates
 - **Sourced and Managed** business from Cargill, Wipro, Bosch, ITC, Trident, etc. for managing Retail and Trade Marketing Programs, Promoter and

- Merchandising Programs, Audit Programs in Modern and General Trade
- **Managed** deployment of branding, footfall count and analysis, day wise sales analysis, etc.
 - **Handled a Team of more than 450 people** in various Programs on ground across the country deployed in large format stores like Big Bazar, Spar Hyper, Hyper City, Aditya Birla Retail, Reliance Fresh, Spencer's, etc.
 - **Managed client servicing on ground Opns.** for all the clients
 - **Get Data Analysis done** from the Analysts and give feedback and solutions to the clients on various parameters in the stores like- Sales Dipstick, Manpower Planning, Inventory Management, Merchandising, Competition tracking, Price fluctuation for more than 200 sku's, etc.
4. **Jan'10-May'16 with M/s Groupe President Electronics, France as Sales and Business Development Director (Business Head for Indian Opns.)**
- **Handled Indian Operations** for the company including P& L
 - **Developed distribution channel** across the country consists of wireless communication dealers, motorsports enthusiasts, data communication distributors, mobile distributors, Security and surveillance product dealers, etc.
 - **Got the new business associations** with OEMs like Volvo, MAN, Mahindra Navistar, Tata, Ashok Leyland, AMW, Automobile companies, transporters, etc.
 - **Created new avenues** and suggested new products.
 - **Identified and sold** the equipment to new groups like Ham radio amateurs, Car Rally/Motor Sports, Transporters, Adventure Sports, etc.
 - **Did business development** and sold the concepts to new clients everyday like- transporters, Industries, mine owners, Cement Plants, Factories, Malls, Commercial hubs, resorts, hotels, etc.
5. **Oct'08- Dec'09 with M/s. TBWA\Tequila India, Gurgaon as General Manager and Business Head India-BTL Business**
- **Handled the BTL business for the company and managed P&L**
 - **Business Development** for sourcing business from new clients
 - **Managed International clients** of the company like- SanDisk, Rayban, Twining Tea, Samsung, etc.
 - **Sourced business from Moser Baer** as a new client and helped the company to kick-off Sales in the CD/DVD space within India
 - **Was instrumental in Launching Moser Baer TV in India** and managed lot of Marketing Activities, OOH, Channel Engagement Programs, etc.
 - **Generated new business in the Retail space** for the company which was never done by anyone in the History of the Company in India
6. **June'05 - Sept'08 with M/s. Solutions Digitas Pvt. Ltd., New Delhi as Business Director – Retail & Trade Business.**

- **Handled the Sales Portfolio for Retail Sales Promotions** in the Company wherever needed in any project.
 - **Got New Projects in the Company** in the field of Marketing Research, Sales Support, Promotions, Lead Generation, etc.
 - **Handled a Team of 300 people** at multiple levels in various programs across the country
 - **Managed client servicing** for clients like- Pepsi, Airtel, ICICI and Asian Paints, etc.
 - **Managed Data Analysis** for the Sales Growth in various companies
 - **Handled very large manpower projects** with clients, like- ICICI Bank, Asian Paints, ITC, Adani Wilmar, Cisco, etc.
- 7. January'2001- May'05 with MetLife India Insurance Co. Pvt. Ltd., New Delhi as Branch Sales Manager.**
- **Was responsible for business development from the team**
 - **Managed a Branch** with team size of 10 Sales Mgrs., 6 Asst. Sales Managers and 300 Advisors
 - **Support, train and Mentor** Management Trainees to become future Sales Manager
 - **Help financial Advisors and Management Trainees** for **business sourcing, Motivation, Run Campaigns, etc.**
 - **Utilized own contacts for business** in MNC's, Corporate Houses, Embassies, PSUs, and Govt. Dept. Etc. and pass the leads to the Advisors.
- 8. October'95- December'2000 with M/s, Bharti Cellular Ltd., New Delhi as Sales Manager –Business Head- Rentals.**
- **Head of business Unit** of Rentals in Sales Dept.
 - **Got award for the top performer** for the year 1997-98, 1998-99 & 1999-2000 and qualified for full paid Incentive trip to Thailand, Dubai and Malaysia
 - **Took initiative and opened a new business** i.e., Rental of Cellular Phones.
 - **Suggested new products**, which increased the growth of 100% for the Rental business.
 - **Increased area of operations** to across the country.
 - **Imparted training to the reporting Sales Staff and Dealers/Distributors**, etc.
 - **Increased productivity per person** from Airtime Revenue of Rs. 50 lacs to Rs.100 lacs.
 - **Got the tie-up's done and had effective liaison** with leading 5 Star Hotels, MNC's, Corporate Houses, Embassies, PSUs, and Govt. Dept. etc.
 - **Opened 2 Airport counters** for providing Rental of Cellular Phones.
- 9. July'93-October'95 with M/s. Simplex Engineering, New Delhi as Marketing Manager.**

- **Increased Sales volume** to Rs. 240 lacs in 2 years (200%).
- **Suggested new products** that increased earnings by 100%.
- **Generated business** from North and Eastern Region
- **Increased penetration** of fire protection products among Large PSU's and Govt. Depts.
- **Created a name in the industry** by giving lot of demonstrations and presentations
- **Conceptualized and promoted** the concept of compartmentation in buildings and plants to stop spread of fire and restrict it to one portion

FUNCTIONAL SKILLS

- **Highly skilled in Marketing, Business Development, Sales and Operations** in various Large Corporates and Agencies.
- **Key Skill-** Digital Marketing, ATL and BTL Marketing, CRM and Loyalty Programs, Direct/ Channel/ Retail Sales, Customer/Retail/Trade Marketing, Operations, ROI, Direct/ General Management, MIS, Life Coaching, Confidence Coaching and Career Coaching, etc.
- **Have been closely associated with Corporate's like-** Western Digital, HP, Sharp, Samsung, ASUS, Ceat, Bridgestone, Continental Tyres, Pepsi, Wipro, ITC, Cargill, Tata Chemicals, Bacardi, LG, Samsung, Micromax, Rayban, Adidas, Moser Baer, Michelin Tyres, Idea Cellular, Aircel, Vodafone, Supertech, Muthoot Finance, Akzonoble India, ABP Limited, Nokia, Samsung, Vipul Group, Santur Group, Sharda University, Shiv Nadar University, Red FM, Big FM, etc.
- **Expertise into managing large teams of people** at multiple levels in Marketing, Sales, business development and in different Trade Programs, Retail, Promotions and Corporate Activation projects.

CAREER ACHIEVEMENTS

- **Successfully launched and managed Mobile phone Rental Service in India** and took it to other cities and opened Airport Counters to facilitate Incoming passengers to Delhi and other big towns
- Successfully Launched AI based Automation systems for Homes, hospitality, hospitals, industries, etc. under "Make in India" program and generated business through channel partners, etc.
- **Launched license- free, Short-range Wireless Communication devises** in the commercial market in India and made Channel partners across the country. Managed a growth of 300% in the 2nd and 3rd year of Opns between 2012-2014
- **Ran Display Contests for Pepsi** which was one of its kind projects with Online reporting through a handheld tool in 2006 for more than 50,000 outlets across India. It was the biggest ever Trade Marketing Audit Program in the history of Pepsi

- **Managed more than 1000 people** across multiple programs at various levels for doing Merchandising, Display Contest, Audit Programs, Sales Promoters the country during the tenure with Solutions Digitas Pvt. Ltd.
- **Was the Initiator in Key Person Insurance in the region** and first to log in Key Person Insurance in the Agency Business in North India.

SCHOLASTICS

- Post Graduate Diploma in Marketing & Sales Management from MCA, New Delhi during 1991-1993.
- B.Sc. (Physics– Hons.) from Agra University, Aligarh during 1988 – 1991
- Diploma in International Marketing from Institute of Foreign Trade during 1993-94

KNOWLEDGE ADDITION & IT SKILLS

- **Certified Professional Life Coach Trainer** from Transformation Academy, USA
- **Certified Training on Exploring Career Coaching and Mentoring** The Open University USA
- **Certified Life Mastery: Achieving Happiness and Success** from LinkedIn
- **Skill badge on Android Skill Assessment** from LinkedIn
- **Certified skill badge on Android Skill Assessment** from LinkedIn
- **Certified skill badge in Social Media Marketing with Facebook and Twitter** from LinkedIn
- **Certified skill badge in Google Ads** from LinkedIn
- **Certificate Course in Digital Marketing** from Great Learning
- **Certificate Course in Google analytics** from Great Learning
- **Certificate Course in Influencer Marketing** from Great Learning
- **Certificate Course in AI in Digital Marketing** from Great Learning
- **Certificate Course in Affiliate Marketing** from Simply Learn
- **Write blogs** on Retail Industry in India, Education, IT and other general topics
- **Basic level analysis of data** through Pivot and VLOOKUP on various aspects in the trade
- **Expert in managing** Google SEO's/SCM's/Analytics, Digital Marketing- Social Media, whatsapp, performance, affiliate, influencer, e-mail, app based, SMS, Mobile, etc.

Training Programs and Conferences:

- Managing Time - "Time Management International", Singapore
- Blue Print for Success - Shiv Khera.
- Corporate Breakthrough- Man ford Trust.
- SPIN, Train a Trainer/Managing Corporate Accounts, etc. - NIS Sparta
- CMO's conference by Hindustan Times
- CEO's forum by Times Internet

PERSONAL DOSSIER

Father's Name	:	Late Sh. K C Misra
Marital Status	:	Married
Date of Birth	:	April 13, 1970
Hobbies/ Interests	:	Listening to Music & Traveling
Expected Salary	:	As per Industry standards and experience
References	:	Shall be provided on demand

Special Note: Readily available for immediate joining...