

ABHISHEK KUMAR

Sales & Marketing Manager

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SUMMARY - Currently Looking for a full time position in an environment that offers a greater challenge, increased benefits for family, and the opportunity to help the company. Well-qualified familiar with skills and abilities needed to succeed. Possessing strengths in task prioritization and customer service. Ready to leverage training and experience to take on new professional challenges.

Well-qualified Assistant Sales & Marketing Manager familiar with skills and abilities needed to succeed. Possessing strengths in task prioritization and customer service. Ready to leverage training and experience to take on new professional challenges. Self-motivated outside sales professional experienced in both technical and non-technical, fast-paced team environments.

Relationship building and closing expert. Resourceful Sales Agent skilled in convincing, persuading and closing sales deals.



Skills

- Sales Strategies
- Sales skills
- Sales negotiation
- Sales campaigns
- Textbook sales



Work History

Jan 2017 - Assistant Sales & Marketing Manager

Current *iRETAIL, New Delhi, INDIA*

- Key responsibilities Handled-
- Books selling and Book Publishing. And supply Retail stores.
- Children moral and stories books.

- Managing channel operations for products ensuring accomplishment of set business targets and meeting ever-increasing competition from organized and un-organized structures.
- Enhancing entrepreneurial skill of distributors by providing them technical knowledge.
- Identifying and networking with prospective clients generating business from existing accounts and achieving profitability as well as increased sales growth.
- Expanding retail network by appointing and attaching under respective area distributors.
- Analyzing business potential, conceptualizing and executing strategies to drive sales, augment turnover and achieve desired target for sales and collection.
- Formulating business plans /projections in line with organizational vision and strategic direction and driving business growth through identification and penetration of new market segments.
- Driving sales initiatives and achieving desired targets with overall responsibility of ROI and exploring marketing avenues to effectively build consumer preferences and drive volumes.
- Reviewing and interpreting competition after in depth analysis of market information to fine tune marketing strategies and escalating business volumes.
- Communicated orders to vendors, scheduling carriers for pickup if needed.
- Exploring new market segments and tapping profitable business opportunities.
- Refunded payments for returned items, processed exchanges and offered store credit to achieve customer satisfaction.
- Assisted customers with prompt and polite support in-person and via telephone.
- Fielded customer questions to share information about products, availability and pricing.
- Worked with loss prevention in monitoring shopper behavior.

Nov 2013 - Sales Executive

Dec 2016

Interlude technologies., New Delhi, INDIA

- Gaming CD's ,Animations
- CD's Manufacturing Company
- Key Result Areas:-
- Achieved sales goals and service targets by cultivating and securing new customer relationships.
- Responsible for fetching sales from "Zero" base
- Accountable for:
- Creating new channel sales network, appointment of stockiest, CFA and align retail channel
- Infusing trust & faith in network (Warranty Service & Supply)
- Increasing brand acceptance level in market
- Enhancing stock management at & depot level.
- Increased revenue by implementing effective sales strategies in sales cycle process from prospecting leads through close.

- Analyzed past sales data and team performance to develop realistic sales goals.

◆ **Mar 2012 - Industrial Automation Engineer**

◆ **Jun 2012**

BUDDHA EDUCATIONAL TRUST, PATNA, Government of Delhi, Sofcon India Pvt. Ltd, India

- Three month training certificate course (UP) during this training learned about PLC, SCADA/HMI, Variable frequency drives.
- Panel designing, Industrial Networking, process instrumentation, Auto CAD, DCS.
- Utilized comprehensive understanding of Allen Bradley Ladder Logic to produce code to revolutionize automation.



Education

◆ **Jan 2001 - MATRICULATION: Mathematics, Physics, Chemistry**

◆ **Jun 2002** *H.S.HARNAUT - Harnaut, Nalanda*

◆ **May 2002 - Intermediate: Science**

◆ **Jun 2005** *R.P.S. College - Harnaut, Nalanda*

◆ **Sep 2009 - Bachelor of Technology: Electronics & Communication Engg**

◆ **Feb 2012** *R.P.S Institute of Technology - Patna, BR*

◆ **Jun 2016 - Bachelor of Technology: Civil Engineering Technology**

◆ **Mar 2019** *The Institution of Civil Engineers - New Delhi, DL*



Certifications

◆ Nine month training certificate course (C,C++ and Java) from LORD

◆ Six week training certificate course Oracle DBA Administrator from WILSHIRE SOFTWARE TECHNOLOGIES, Hyderabad



Languages

◆ English, HINDI



Interests

- ◆ Book Reading
- ◆ Exploring