

MANOJ KUMAR

AREA SALES EXECUTIVE

PROFESSIONAL SUMMARY

Performance-oriented Sales Leader offering exceptional record of achievement over 15 year career. Tenacious manager with strategic and analytical approach to solving problems, bringing in customers and accomplishing profit targets. Talented in identifying and capitalizing on emerging market trends and revenue opportunities.

WORK HISTORY

Area Sales Executive, 10/2022 to 12/2024

Odyssey Cosmetics Pvt. Ltd. - Ranchi

- Maintained a thorough knowledge of industry trends and competitor offerings, allowing for strategic positioning within the market.
- Organized promotional events that showcased company products and captured the attention of target audiences, driving brand awareness.
- Leveraged tools to track interactions with clients efficiently, streamlining the entire sales process from prospecting to after-sales support.
- Expanded client base through proactive prospecting and lead generation efforts.

Sales manager, 11/2019 to 10/2022

NourishCo Beverages Limited (A Subsidiary of Tata Consumer Products Limited)

- Responsible for channel wise target achievement
- Mentored junior sales professionals in advanced selling techniques, resulting in accelerated career progression and enhanced contributions to overall team success
- Championed the adoption of new sales tools and technologies to modernize operations, improve efficiency, and enhance overall team performance
- Responsible for appointing distributors and super stockist in nearly 10 districts.

Senior Sales Officer, 01/2018 to 10/2019

Saa Vishnu Bakers Pvt. Ltd.

- Made distributors throughout the area of work assigned
- Looked after the flow of sales
- Responsible for making super stockist in around 10+ districts.

Territory Sales Manager, 02/2016 to 01/2018

LUVIT CHOCOLATE, GLOBAL CONSUMER PRODUCT LTD

- Negotiated contracts with vendors and suppliers, securing favorable

CONTACT

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SKILLS

Strong decision maker

Business Generation

Target oriented

Market Analysis

Sales Planning

Marketing and advertising

Distribution Management

Negotiation

Team Management

terms for the company

- Increased sales revenue by developing and implementing strategic territory plans
- Collaborated with marketing department to create promotional materials that drove brand awareness in the territory.

Sales Officer, 01/2014 to 01/2016

Saraswati Infracon India Ltd.

- Promoted sales of properties through advertisements, open houses, multiple listing services and other online advertising platforms
- Closed an average of 10 transactions every year.

Sales Executive, 02/2010 to 01/2014

Mayurank Spices

- Made sales downline achieving targets month over month
 - Improved market coverage.
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EDUCATION

Bachelor of Science, Science Education

Ranchi University - Ranchi, Jharkhand

LANGUAGES

Hindi

English

Bengali

Odia
