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VIVEK SHARMA

Career Précis

Dynamic and results-focused Business management professional with a verifiable record of achievement in creating new revenue streams, resulting in explosive growth and business profitability. Proven competencies in improving organizational productivity through the development and implementation of strategies that foster operating synergies and facilitate lasting & positive change.

With an accomplished 6 years and 1 months of experience in Retail Branding / Marketing and financial effectiveness of the market; holding the operating knowledge in Marketing business and financial analysis, I aspire for a position of Team leader /Sales executive/M.R within the FMCG, Retail, Pharmacy and Telecom sectors, to contribute to the company's growth and in turn ensuring personal growth with in the organization.

Core Competencies

- Product development and introduction
- Promotional Campaign
- Advertising Coordination
- Marketing Campaign
- ATL & BTL Activities
- Business Development & Relationship Management
- Hiring retail stores across India
- Marketing Tie Ups
- Corporate Sales
- Affiliated Marketing & Lead Generation

Key Achievements

- Achieve and exceeds Primary, Secondary, ,SKU wise, Brand wise Targets Achievements.
- Increasing The Primary & Secondary Sales in The Territory.
- Successfully launching of New Product in The Market.
- 20-25 Lakh per Month Sales in Nestle.
- Handle Multiple Sales-Channels Retail, Modern Trade, Wholesale, Institutional and ensure monthly Increasing revenues and Product Placement.

Career Path

Khandelwal Foods.
Area Sales Manager

Jun.2021-Aug.2021

Eni Lubricant
Field Market Representative

July.2018-April .2021

Nestle India Ltd
Executive – Marketing & Sales

Jun.2015- July- 2018

Key Responsibilities

- Managing all Franchise, Retail and Corporate Marketing tie- up for company.
- Developing and Execute Marketing strategies to develop Business and Customer reference scheme to ensure customer retention.
- Managing various promotional campaigns for marketing activities. For e.g.: SMS, Email and Affiliate Marketing Campaigns.
- Institutional Sales of Treatment Packages etc.
- Analyze monthly sales to ensure achievement of monthly budget targets and identify future sales opportunities through proper execution and consumer promotions.

Education

M.C.A Sikkim Manipal University	2011
Bachelor of Arts(B.A) Kota University, Kota	2007

Trainings Attended

Computer knowledge Pace Academy Institute, Kota	2007
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Personal Details

Date Of Birth	<i>6 November 1985</i>
Marital Status	<i>Un-Married</i>
Languages Known	<i>English & Hindi</i>
Nationality	<i>Indian</i>
Vivek Sharma Place - kata	

