VIVEKANAND MUKERJEE

S/o Mr. D.K. Mukerjee

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OBJECTIVE

Grow my career in Sales & Marketing.

TOTAL EXPERIENCE

Experience in Mobile Handset Retails Sales & Marketing 15 years 2006 to till

WORKING EXPERIENCE

1. Sai Distributor (SAMSUNG) (Duration: From 15 Dec 2015 to till date)

As Sales & Marketing Manager for entre Lucknow market

JOB PROFILE:

* Deciding how goods should be displayed to maximise customer interest and sales.
* Worked as Marketing Manager for retail outlets 700+ Samsung Retail MBO stores.
* Planning of BTL & ATL activities to support in drive sell-out.
* In shop Branding & Signage’s Executions.
* All Marketing activity like product launch, POSM, VM elements, demo audit, Samsung Finance related Issue.
* Make creative (designs) for Poster, Standee, ISB & etc. (via Corel Draw)
* Printing all local collaterals.
* Timely and cost-effective execution of marketing plans
* New Product launch activity
* Insure Demo audit and visibility audit for dealer visibility pay-out
* Effective Vendor Management – Execution, payment

1. l-Ball (Duration: From 01 Dec 2012 to 14 Dec 2015)

As Sales & Marketing Supervisor Smart Phone

JOB PROFILE:

* Handling all over Lucknow & Kanpur market for I-Ball Promotors
* Taking Sales orders
* Add new dealers to sale I-Ball handsets with the help of Promotors
* Give training to the Promotors
* Maintain Daily Sales report & Monthly Sales report
* Make PPT for store branding & board
* Handle distributor stock Primary, Secondary & Tertiary

1. Future Mobile (ONE MOBILE) (Duration: From 19 Aug 2009 to 30 Nov 2012)

As Team Leader

JOB PROFILE:

* New Store Launch
* Customer handling
* Sales of mobiles to direct customer
* New Store Launch
* Maintain Cash & Submit to bank daily with excel sheet
* Make PPT

1. The Mobile Store Ltd (Duration: From 01 Jan 2009 to 18 Aug 2009 )

As Store Manager also look after the Marketing (Visual Merchandise) for UP (E) & (W)

JOB PROFILE:

* Make PPT
* New Store Launch
* Make generic leaflet for UP region
* Sale Mobile Insurance
* Customer handling
* Installation of mobile software and give tech help to the customer
* Make Indent sell handset accordingly
* Maintain Cash & Submit to bank daily with excel sheet

1. HOTSPOT RETAILS PVT LTD (Duration: From 01 Sep 2007 to 31 Dec 2008)

As Senior Sale Executive

JOB PROFILE:

* Installation of mobile software and give tech help to the customer
* Sale Mobile Insurance
* Sale mobile handsets to the customer of all brand
* Direct Sales to Customer
* Make Indent sell handset accordingly
* Maintain Cash & Submit to bank daily with excel sheet

1. Go Mobile- M.G. MOBILE (MODI GROUP) (Duration: From 10 Jan 2006 to 30 August 2007)

As Team Leader

JOB PROFILE:

* Sale mobile handsets to the customer of all brand
* Make Indent sell handset accordingly
* Sale to customer
* Maintain Cash & Submit to bank daily with excel sheet
* Installation of mobile software and give tech help to the customer

PROFESSIONAL QUALIFICATION in I.T. SKILLS

1. Professional Advance Diploma in Computer Hardware
2. Good Control over Office 2019(xls,doc&ppt) ,Corel Draw, AI and Photo Shop.
3. Installation knowledge of all type software like all type windows OS, Linux, UNIX.
4. All type of computer Networking like peer to peer and server centric networking with MS 10, MS NT,MS 2000
5. Networking between computer and mobile with Bluetooth technology

ACADEMIC QUALIFICATION

Graduation B.Sc. : Lucknow University (2007)

Intermediate : U.P. BOARD (2004)

High School : U.P. BOARD (2002)

Engineering diploma of computer hardware (2006) : G.T. Computer Hardware & Networking College, Jaipur (raj.)

PERSONAL DETAILS

Date of Birth : 01\07\1988

Languages Known : Hindi, English and Bengali, Urdu

Strength : Good communication skill, Keen to learn & Good singing knowledge.

Father’s Name : Mr. D.K. Mukerjee

Mother’s Name : Mrs.Bani Mukerjee

Permanent Address : Boy’s Anglo Bengali Inter College, Sunderbag Lucknow,U.P.

Gender : Male

Marital Status : Married

Nationality : Indian

Permanent Address : 89/97A Shutur Khana Maqboolgunj, Latush Road, Lucknow.

(VIVEKANAND MUKERJEE)