

Kiran Kumar

With experience of 3 years in marketing field driving strong gains through enhancing innovative ideas for the company's growth and developing branding strategies to increase the profit of the organization.

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- A progressive thinker and multitalented professional having 2 years rich experience as a marketing manager.
- Exceptional in implementing marketing laws to the practical thing.
- Expert in developing marketing programs for a variety of business-to-business clients.
- Proven ability to build new business relationships and new territories.
- Experience in developing business opportunities within existing client bases.

Willing to relocate: Anywhere

Work Experience

Business Development Executive

Edutech

December 2020 to March 2021

1. Prospecting for new clients/ lead generation
2. Direct communication with customers via e-mail and telephone to promote Bit plane and its product range
3. . Execute marketing plan/marketing campaigns (e.g. targeted e-shot, mail shot)
4. Follow up and qualify contacts from web registrations, promotions, events and other marketing and sales activities
5. . Preparation and presentation of results from campaigns
6. Organizing visits for Bit plane Regional Sales Engineers when required
7. Recording of all sales activities in the CRM
8. Market research feedback
9. Any other duties as may be reasonably requested from time to time Line Manager.

Field Sales Executive

Fmcg

August 2020 to December 2020

1. Conduct market analysis and target mapping Identifying and sourcing new sales opportunities
2. Create brand awareness through offline marketing and lead generation
3. Research and generate lists of potential customers
4. Provide input on customer briefs, presentations, and sales literature
5. Help develop client relationships and retain existing accounts
6. Assist in evaluating new sponsorship opportunities
7. Learn and apply sales techniques
8. Maintain sales records

Marketing Manager

Electrical Industry

July 2020 to November 2020

Develop and Drive end to end marketing programs. Develop and execute the marketing strategy for brand development & positioning and market visibility.

Responsibilities : Strategic Marketing - designing marketing strategies independently like brand positioning, brand awareness, pricing.

1. Strategic planning including market and competitive analysis, customer segment selection and penetration plans, and product positioning (cross selling / up selling)
2. Oversee marketing communications including branding, public relations, advertising, digital marketing, white papers, trade shows, seminars, collateral materials, analyst and market research management, and website design & content.
3. Work closely with Sales Heads to: Develop and manage channel and partner strategies and programs, with a view to maximize sales and realization.
4. Oversee product management including market and customer research for market and product requirements, interface with R& D for product development, product pricing and product lifecycle management.
5. Oversee product marketing including product launch management, presentations, sales tools, competitive analysis and general sales support.
6. Work with CEO/Directors to identify and develop strategic alliances and close/grow major customer accounts.
7. Develop and manage the Company's entire marketing budget.
8. Develop and track metrics and success criteria for all marketing programs and activities.
9. Build, manage and motivate the team.

Education

Master's in Marketing and Hr

Bachelor's in Electrical

Skills / IT Skills

- Sales
- MS Office
- Cold Calling
- Salesforce
- Data Entry
- Receptionist
- Quickbooks
- Account Management
- Powerpoint
- Inventory Management

- CRM
- Google Analytics
- Social Media Marketing
- SEO
- Customer Service
- Marketing Strategy

Languages

- Hindi,English - Expert

Additional Information

Roles and Responsibilities:

Determining marketing objectives and preparing annual budgets.

Planning marketing activities in conjunction with company's growth plan and working out strategies to execute the plan.

Getting marketing collaterals, advertisements developed to help the co. meet its target.

Developing systems and procedures to ensure that the leads generated are optimally utilized.

Managing the team of marketing executives.

Developing training programs for the people in marketing team.

Builds market position by locating, developing, defining, and closing business relationships.

Identifies trendsetter ideas by researching industry and related events, publications, and announcements.

Tracks individual contributors and their accomplishments.

Locates or proposes potential business deals by contacting potential partners.

Discovers and explores business opportunities.

Screens potential business deals by analyzing market strategies, deal requirements, and financials.

Evaluates options and resolves internal priorities.

Recommends equity investments.

Develops negotiating strategies and positions by studying integration of new venture with company strategies and operations.

Examines risks and potentials for the business opportunities.

Estimates partners' needs and goals.

Closes new business deals by coordinating requirements; developing and negotiating contracts; and integrating contract requirements with business operations.

Enhances organization's reputation by accepting ownership for accomplishing new and different requests.

Explores opportunities to add value to job accomplishments.

Providing sound advice to potential and existing customers

Working with both internal and external stakeholders to ensure customer satisfaction

Coordinating pre-sales and post-sales follow up.

Achieving and exceeding KPIs set by the Manager.

Monitoring market trends and providing regular competitor feedback.

Building strong relationships with the existing portfolio of clients.

Gathering feedback and translating them back to the team.

Drive revenue, profits and Manage P&L of the business

Meet the key decision-makers from Industries, Colleges, and Students and sell the idea and product

Develop and implement sales strategies, client service, and retention plans, and analyse sales data to inform or update marketing strategies.

Drive client subscriptions and be accountable for revenue generation.

Manage the visibility of the Organization

Able to work independently but within the strategic framework with good business acumen

Conduct market research and identify potential clients.

Draft business plans, sales pitches, presentations, reference material, and other documents as required.

Able to manage multiple projects concurrently and meet deadlines.

Work closely with senior management in determining product pricing and revenue models

Familiarize yourself with the company's vision and mission, seeking to accomplish set goals and objectives.

Cultivating strong relationships with new clients, while maintaining existing client relationships.

Identify new business opportunities and partners.

Demonstrate strong interpersonal skills with the ability to engage effectively with various levels of management, staff, and clients.

Entrepreneurial Mindset/Experience.

Communicating with customers, making outbound calls to potential customers, and following up on leads.

1. Understanding customers' needs and identifying sales opportunities.
2. Answering potential customers' questions and sending additional information per email.
3. Keeping up with product and service information and updates.
4. Creating and maintaining a database of current and potential customers.
5. Explaining and demonstrating features of products and services.
6. Staying informed about competing products and services.
7. Upselling products and services.
8. Researching and qualifying new leads.
9. Closing sales and achieving sales targets.