

SHIV KUMAR

Phone No: +91 8755500130

Email: shivkumarsharmag@gmail.com

Address: C-255/2 Rajendra Nagar, Bareilly (U.P.)

CAREER OBJECTIVE

Seeking assignments in Sales & Marketing, Business Development with a growth-oriented organization.

PROFESSIONAL SYNOPSIS

- A dynamic professional with around nine years of extensive experience in Sales & Marketing, Business Development and client services.
- Expertise in meeting targets before time and with key focus on top line profitability by ensuring optimal utilization of resources.

Area of Expertise

- **Sales and Marketing**
- **Business Development**

ORGANIZATIONAL EXPERIENCE

Company : Hiveloop Technology Pvt. Ltd. (Udaan.com, Bareilly)

Designation: Regional Leads

Duration : May 2018 to May 2020

Udaan is a network centric B2B trade platform, designed specifically for small & medium businesses in India. It brings traders, wholesalers, retailers and manufacturers in India on to a single platform.

Key Responsibilities

- To Handle a team of 15 to 20 BDEs and generate the revenue by providing a vibrant marketing service.
- Align the team with morning Concall and describe that day agenda.
- Working on MIS and productivity trackers. Share the hourly report to BDEs
- To solve BDEs problems like checking orders, mapping the leads or pin code where he wants to work.
- Market visit with the BDEs. Open new outlets and solve problems.
- To achievement of revenue targets assigned to territory and outlets through BDEs.
- Planning Daily Targets and weekly Targets. Regularly attending company meetings.
- Monitoring competitor activity and competitors' policies.
- Responsible for on-board of 3000+ retailers in apparel segment in the given territory within 2 months.
- Leading the team to achieve sales of 1 lac (approx.) a day from onset.
- Responsible for marketing activities to carry out growth in sales and to carry out the secondaries of onboarded retailers.

ORGANIZATIONAL EXPERIENCE

Company : K.R. Pulp and Papers Limited. Shahjahanpur

Designation: Purchase Executive

Duration : Feb 2015 to April 2018

K.R. Pulp and Papers Limited is largest integrated manufacturers of eco-friendly paper from Agro residue (Bagasse) situated in Uttar Pradesh (India).

Key Responsibilities

- Working on ERP to add new Purchase Orders. Maintain list of supplier & Identifying New Supplier.
- Contact with Rice millers, Sugar Factories, Scrapers and Farmers for purchasing raw materials.
- Negotiate with supplier, Rice millers and farmers for price of raw materials.
- Participate in tender of sugar factories for purchase bagasse.
- Arrangement of transportation vehicles for loading raw materials.

ORGANIZATIONAL EXPERIENCE

Company : Green Venture Pvt. Ltd., Ludhiana

Designation : Sr. Business Development Executive

Duration : June 2013 to Jan 2015.

Key Responsibilities

- Prospect new clients by networking, cold calling and advertising.
- Collection of all relevant Documents for Registration Process and Provide clients a satisfactory service.
- Identify and develop sources of potential clients, maintain relation and regular contact with them
- Feedback/comments relating to product content and pricing as well as company performance.
- Maintain accurate records with clients of all contacts or documents provided by them.

ORGANIZATIONAL EXPERIENCE

Company : Thurs Pharmaceuticals Pvt. Ltd. (Vet. Division)

Designation : Medical Representative (Bareilly)

Duration : 2004 to 2006.

Key Responsibilities

- Arranging appointments with vet. Doctors, pharmacists and hospital medical teams, which may include pre-arranged appointments.
- Making presentations to doctors, practice staff and pharmacists in the rural sector.
- Building and maintaining positive working relationships with medical staff.
- Planning work schedules and weekly and monthly timetables.
- Monitoring competitor activity and competitors' products.

ACADEMIC QUALIFICATIONS

MBA, Marketing in year 2013

Lovely Professional University, Punjab.

Bachelors Computer Application in Year 2010

Jyoti College of Information & Technology, Bareilly.

Bachelor of Art in 2004. Bareilly College, Bareilly

M.J.P. Rohilkhand University Bareilly U.P.

Intermediate in Year 2001 U.P. Board

S.R.M. Inter College Bisalpur (Pilibhit)

Matriculation in Year 1998 U.P. Board

S.R.M. Inter College Bisalpur (Pilibhit)

SUMMER INTERNSHIP PROJECT

- Name of the Company: Brindavan Beverages Pvt Ltd (Coca-Cola). Bareilly, Uttar Pradesh.
- Project Title : CONSUMERS PERCEPTION ABOUT THE COMPANY/ PRODUCTS.
- Internship Duration : 6 Weeks

CAPSTONE PROJECT UNDERTAKEN

- **MBA final project on:** -Potential Business Development via effective Supply chain management of Vegetables & Fruits in Punjab.
- **BCA final project on:** -Project on Railway Reservation System in Visual Basic (Computer Language)

ADDITIONAL QUALIFICATION

- Diploma in **DCA** from Upkar Computer & Coaching Centre, Bareilly.
- Participation in workshop on **.NET Framework** organized by **NIIT**, Bareilly.

Place:

SHIV KUMAR

Date:

