

CONTACT

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EDUCATION

January 2010

PGDM: Banking & Finance

Apeejay Institute of Technology & School of Management, Noida

January 2006

B.Sc.: Math & Electronics

CSJM University, Kanpur, India

January 2002

HSC: Phy, Chem, Math

U.P. Board, Pukhrayan, Kanpur

January 2000

SSC

UP Board

LANGUAGES

English

Hindi

Punjabi

PERSONAL INFORMATION

D.O.B - 02/10/1986

Marital Status- Married

PROFESSIONAL SUMMARY

Astute and result-oriented professional with 16 years of extensive experience in Business Development, Sales & Marketing, Product Promotion, Distribution Management and Team Management. Demonstrates excellent leadership, interpersonal, and multitasking skills. Proven ability to improve store operations and contribute positively to organizational goals.

WORK HISTORY

July 2024 - Current

Senior Marketing Officer, Woodco Paints

- Develop and implement marketing strategies to increase brand awareness and market share in the assigned areas.
- Manage and oversee marketing campaigns, ensuring they align with company goals and objectives.
- Conduct market research to identify new opportunities and consumer preferences.
- Build and maintain strong relationships with dealers, distributors, and key stakeholders.
- Monitor and analyze sales performance, providing insights and recommendations for improvement.
- Coordinate with the sales team to ensure effective execution of marketing plans.
- Organize promotional events and activities to engage customers and boost sales.
- Prepare and present reports on marketing activities and results to senior management.
- Stay updated with industry trends and competitor activities to maintain a competitive edge.

November 2018 - June 2024

Sr. Sales Officer, Kamdhenu Limited, Gurgaon

- Managed Kanpur, Kanpur-Dehat, Fatehpur, Banda, and Hamirpur districts with their suburban areas, overseeing around 80 dealers and 4 Super stockists.
- Advised dealers and distributors on policies and operating procedures to ensure functional effectiveness of business.
- Reviewed operational records and reports to project sales and determine profitability.

November 2011 - October 2018

Senior Sales Officer, Decotouch Paints Ltd., New Delhi

- Conducted executive board presentations, prepared MIS, customer needs assessment, and proposal development.

- Identified sales opportunities through direct prospecting, lead follow-up, networking, and partner relationships.
- Managed sales process through qualification needs analysis, product demonstration, negotiation, and closing deals.
- Supervised the performance of dealers/distributors with key emphasis on achieving revenue targets.

August 2010 - October 2011

Sales Officer, *Om Logistic Ltd.*, Mumbai

- Secured new customers and maintained and developed existing accounts.
- Identified potential customers and registered them as per company policy, relentlessly pursuing realization of such opportunities leading to revenue for the company.
- Negotiated with accounts as per price guidelines given, looking to maximize profits.

December 2009 - August 2010

Asst. Sales Officer, *Rohit Surfactants Pvt. Ltd.*, Kanpur

- Expanded business by identifying new distributors, dealers, and retailers.
- Organized events at dealers' places to attract more customers.
- Ensured products and services were supplied to customers on time.

SKILLS

- Excellent Interpersonal, Analytical, and Negotiation Skills
- Stakeholder Management
- Customer Acquisition and Relationship Management
- Competitive Analysis
- Leadership & Cross-Functional Team Management

ACHIEVEMENTS

- Raised Gorakhpur Zone's dealer channel from 3 to 8 dealers.
- Nurtured division's annual sales revenue by 20% within a year.
- Consistently hit and surpassed monthly sales targets.