

## CURRICULUM VITAE

### Career Objective

Sales professional with 15+ years of experience driving profitability through strategic growth, leading teams, and quality control. Fiercely competitive in my approach to acquire business, and able to handle complex situations from a strategic and tactical perspective. Presently seeking a suitable leadership position with a market-leading, high-growth company that offers opportunities for advancement into sales management.

### SMRUTI RANJAN NAYAK

#### Personal Data

Father's Name : Niranjan  
Nayak  
Date of Birth : 26<sup>th</sup> may  
1984  
Sex : Male  
Nationality : Indian  
Marital Status : Married

#### Present Address

Plot No-734  
Mahanadi Vihar  
Nayabazar, Cuttack  
Dist- Cuttack-753004

#### Permanent Address

AT-Singhar pur  
PO-Parahat  
VIA-Balikuda  
DIST-Jagatsinghpur  
PIN-754108

#### Contact No.

Mobile: 7008258032 /  
9437639394

#### Email ID

smrutiranjn.jsp84@gmail.com

### Professional Objective

An effective communicator possessing excellent presentation & soft skills with honed marketing management, logical and problem-solving abilities. Recognized for successfully meet targets, proficiently formulating and implementing budgets, building high-performing teams and nurturing fruitful relationships with customers.

### EDUCATIONAL PROFILE

#### Degree

Course : +3 COM (2005)  
Institution : S.V.M. College, Jagatsinghpur  
(Utkal university, Odisha)  
Board : UTKAL UNIVERSITY

Course : 10+2COM.(2002)  
Institution : Balikuda College ,Balikuda, Jagatsinghpur.

Board : C.H.S.E

Course : 10th (2000)  
Institution : Janata High School  
Baharana , Balikuda, Jagatsinghpur (ODISHA)  
Board : B.S.E

## **GOAL**

*To become a successful manager in marketing who can balance his professional as well as personal life and to learn from every situation in life.*

## **Work Experience**

*Regional Sales Manager in Gooday Agro Pack for odisha & Chhatisgarh based at Cuttack HQ from Sep-2020 to till yet.*

*Area Sales Manager in Palash Udyog Foods Pvt Ltd for odisha & Chhatishgarh based at Cuttack HQ from April-2017 to Feb-2020*

*Sales Officer in TTK HEALTH CARE LTD. at Cuttack H.Q. for coastal Odisha from Sep-2015 to March-2017*

*Sales Officer in Saj food products pvt. Ltd (BISKFARM) at Bhubaneswar HQ. from Dec.2010 to Sep-2015*

*Sales Officer in Jay Bharat Spices (p) Ltd. at Balangir HQ. from Nov. 2005 to Dec.-2010*

## **SKILLS & RESPONSIBILITY :**

Servicing the needs of my existing customers. Increasing business opportunities through various routes to market. Setting sales targets for individual reps and the entire team. Recruiting and training to sales staff.

Developing sales strategies and setting targets.

Monitoring the team's performance and motivating them to reach targets.

Compiling and analysing sales figures

Excellent sales and negotiation skills.

The ability to motivate and lead a team

Initiative and enthusiasm.

Excellent communication and 'people skills'

Good planning and organisational skills

The ability to work calmly under pressure

Good IT, budget and report writing skills.

*To look after the sales and distribution in defined area adhering to the company norms.*

*To handhold the distributors guiding them in companies products and processes and imparting them training.*

*Regular market visit and market servicing. Follow-up to sales staffs in regular basis.*

*Regularly keeping track of competition products and processes in my area and informing the same to the seniors.*

*Defining the proper beats and routes for proper market servicing by the DSMs / ASMs.*

*To achieve the defined targets laid down by the company month on month basis.*

*RDS stock as per norms, Document collection, Provide daily updated data to RDS., Promoting the Brands & Encouraging the Sales through various Promotional Activities (CBYs, Van Activity etc.), Establishing a healthy relationship with retailers, Effectively handled the Retailers Claim Settlement, Promoting Sales through Visibility in my area.*

*Operating Internet, Updating all records and documents (Hard copy as well as Soft copy), Purchasing and maintaining stocks, Data Entry, Updating accounts, Compiling MIS reports, Networking with different stake Holders and organization.*

*Getting order through buying house and export house*

*Proper execution of order and dispatch it on time.*

*Follow up for payment, develop new sample for client & maintain good relation with client.*

### **Modules covered**

*MS-Office: MS-Word, MS-Excel,*

*System: Windows, Dos*

### **Strength**

*Good Managing Skills / Willingness to learn.  
Ability to meet deadlines / Good team player  
Good Written and Verbal Communication Skills / Excellent interpersonal skills  
& ability to work under pressure.*

### **Language known**

*Oriya  
English  
Hindi*

### *Declaration*

*I hereby declare that all above details are true and to the best of my knowledge.*

*Place- Cuttack*

*Date-19/07/2021*



**SMRUTI RANJAN NAYAK**