

VIKAS KUMAR

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Seeking assignments in the domain of Sales, Marketing, Business Development and Channel Management with an organization of high repute.

Professional Synopsis

- Over 9 years of experience in Sales & Marketing, Business Development, Channel Management, team management and Relationship Management.
- Currently associated with **R. Gopal Impex Pvt. Ltd.** as a **Sales officer -Traditional trade for Bihar.**
- Ensuring the maximum sales by providing efficient sales operations for achieving allocated target.
- Utilizing the utmost public information and personal network for the expansion of business circle.
- Planning & organizing different types of sales promotion activities to create hype in the market.
- Evaluating performance & monitoring depots sales and marketing activities.
- Enabling business growth by developing a network of channel partners / consultants.

Work Experience

R. GOPAL IMPEX PVT. LTD.

Brand: Balaji Dry fruits

Designation: Sales Officer

Period: September'2020 till Date

Report to: Regional Sales Manager

Location: Bihar

- Have successfully launched Balaji Products in Bihar core Market
- Doing average value Business of Rs.25 Lakh
- Doing business with 10 Distributor in 4 high penetration districts
- Getting direct reports from two on role Sales representative who is responsible given territory
- Weekly review with team for monthly plan update
- Driving Volume and Growth in the given Area
- Conducting Sales Promotion through Dry & Wet Sampling for high volume store
- Build strong relationship with high volume store in each Area
- Make Plan every month for penetration drive through top selling sku's
- Communicate new schemes, promotions & other Competitor report to Senior
- Weekly Review on Plan vs actual with Senior
- Verify the Distributor claim and ensure for timely submission

Tatva Health & Wellness Pvt. Ltd.

Designation: Sales Officer - Modern Trade
Brand: Kesari Saffron
Report to: Sales Manager

Period: July'19 - Aug'20
Location: Bihar & Jharkhand

Accountabilities:

- Doing average value Business of Rs. 1 Cr. Annually
 - Area coverage Bihar & Jharkhand through three Distributor
 - Getting directly reports from two on-role Sales Representative who was responsible for given territory
 - Weekly review with team for monthly plan update
 - Driving Volume and Growth in the given Area
 - Build strong relationship with high volume store in each territory
 - Communicate new schemes, promotions & other Competitor report to Senior
 - Direct report to Vice President and discuss Weekly on Plan vs actual
 - Verify the Distributor claim and ensure for timely submission
 - Damage control from market
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Baramati Agro Ltd.

Designation: Sales Office – GT, MT & Institutional Sales
Brand: Delicious Frozen Product
Report to : Regional Sales Manager

Period: Oct'15 to June'19
Location: Bihar & Jharkhand

Major Highlights:

- Have successfully launched **Delicious Frozen Product** in top five cities in Bihar & Jharkhand
 - Doing average value Business of Rs.1.2 Cr. through MT,SAS and FS
 - Doing distribution through three Distributor
 - Getting direct reports from two Off role promoter who was covering MT store
 - Driving Volume and Growth in the given Area
 - Build strong relationship with high volume counter in each city
 - Make Plan every month for penetration drive through top selling sku's
 - Communicate new schemes, promotions & other Competitor report to Senior
 - Weekly Review on Plan vs actual with Senior
 - Verify the Distributor claim and ensure for timely submission
 - Taking responsibility of Distributor Outstanding Payment for MT & FS Counter
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D.K. BAKING PVT. LTD.

Designation: Sales Office – Traditional Trade
Brand: NutriBake Biscuit
Report to : Area Sales Manager

Period: Feb'11 to Sep'15
Location: Bihar

Major Highlights:

- Have successfully launched Nutribake biscuits in five districts in Bihar core Market
- Doing average value Business of approx.Rs.5 Cr. through eight Distributor
- Covering High penetration market
- Responsible for Primary & secondary Sales
- Responsible for Distributor Payment
- Driving Volume and Growth in the given Area
- Build strong relationship with high volume store in each market
- Make Plan every month for penetration drive through top selling sku's
- Communicate new schemes, promotions & other Competitor report to Senior
- Weekly Review on Plan vs actual with Senior
- Verify the Distributor claim and ensure for timely submission

Academic Credentials

2006	Bachelor of Commerce	V.K. SINGH University, AARA
2003	Intermediate Commerce	B.I.E.C Bihar.
2001	Matriculation	B.S.E.B Bihar.

IT Skills

MS Office (Word, Excel & PowerPoint)
Windows DOS/ XP/ Vista

Personal Dossier

Fathers Name : Pramod Kumar Singh
Date of Birth : May 12, 1986
Marital Status : Married
Language Ability : Hindi and English

Communication Address:

C/O Sanjiv Kumar Chaudhry

Adarsh Colony, Road No. 3,
Near Upkar School, Golki Mod
Khemnichak, Patna-27

Your Faithfully

Vikas Kumar