

Over 10 Years Of Accomplished Experience Across Functional Areas Of Sales, Merchandising & over 2 years of Experience in System Executive



PINTU PADHY

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D.O.B – 1stjan 1981

Preferred Location - Anywhere India

BRIEF OVERVIEW

Knowledge Domain

Sales and Marketing Management

o Manage the sales and marketing operations for promoting FMCG and accountable for achieving business goals and increased sales growth. o Identify, develop and nurture new market segments for launch of products, thereby enhancing profitability. o Review & interpret the competition & market information to fine tune the marketing strategies.

Relationship Management.

o Close co-ordination with the sales managers, and zonal heads, ensuring smooth and profitable operations.

Channel Management/ Key Account Management.

o Identifying and networking with financially strong and reliable dealers and channel partners, resulting in deeper market penetration and reach. o Evaluating performance & monitoring distributor sales and marketing activities.

Sales Promotion o Organize and conduct merchandising in public places,Roadshow, Van Marketing & Mela. o Design & implement marketing activities for enhancing brand visibility/ coverage & reach. **Team Management**
o Provide direction, motivation and training to the field sales team, ensuring optimum performance.

Career Highlights

**COMPANY: - GANAR CUIDADO FOODS & BEVERAGES PVT LTD DESIGNATION:
- ZONAL SALES MANAGAER FROM 18 JAN 2020 CONTINUING.**

**COMPANY: - COFCODS HEALTHCARE PVT LTD
DESIGNATION: - AREA SALES MANAGAER FROM 15 DEC 2020 8 JAN 2021.**

**COMPANY: - HOTGLAM INTERNATIONAL PVT LTD
DESIGNATION: - AREA SALES MANAGAER SEPT 2020 TO 15 DEC 2020.**

**COMPANY: - TIWNA OIL MILLS PVT LTD
DESIGNATION: - AREA SALES MANAGAER AUG 2020 TO SEPT 2020.**

COMPANY: - UNISAFE HEALTHCARE INDIA PVT LTD

DESIGNATION: - Senior Sales Officer

JUNE 2020 TO AUG 2020.

COMPANY: - HARSHA CLEAN DHAN PVT LTD

DESIGNATION: - Senior Sales Officer

NOV 2019 TO JUNE 2020.

COMPANY:- OMM ASSOCIATES (P&G distributor) DESIGNATION:-

Sales Officer

JULY 2018 TO NOV 2019.

COMPANY: - DABUR INDIA PVT LTD

DESIGNATION: - RURAL SALES PROMOTOR

FEB 2017 to June 2018.

COMPANY: - NESTLE INDIA LTD

DESIGNATION: - RURAL SALES OFFICER

June 2008 TO January 2017.

Work Profile:

o Manage the sales and marketing operations for promoting FMCG and accountable for achieving business goals and increased sales growth.

o Identify, develop and nurture new market segments for launch of products, thereby enhancing profitability.

HUL (HINDUSTAN UNILEVER LIMITED).

MERCHENDISING SUPERVISOR

Nov 2006 TO May 2008

Reporting to- AREA SALES EXECUTIVE (HUL)

Work profile:

- Making visibility & providing the necessary reports on visibility of products in outlets to the AE.
- Making Mondli activities for new product acknowledgment & promotion.

SYSTEM EXECUTIVE

Apr 2006 – Nov 2006

Reporting to-AREA SALES EXECUTIVE (HUL)

Work Profile:

▪ Maintaining sales reports & providing continuous feedback on availability & visibility of products in outlets by making ticket no to the distributors , TSO's & to the AE. ▪ Compiling sale figures of the TSO'S and prepares other sale reports and submits that to A.E.

SYSTEM EXECUTIVE (UNDER HUL DISTRIBUTOR).

Jan 2005 – Mar 2006

Work Profile: ▪ Punching bills, prepare sale reports by operating the business software of HUL (UNIFY 7.6 VERSSION).

Academic Credentials

M.B.A(SALES&MARKETING),B.A (ECO HONS),University of BERHAMPUR.

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IT Skills

Operating System: MS Office.

STRENGTHS

- Achievement oriented with excellent communication & interpersonal skills.
- Detail-oriented, multi tasker, strong, learning and organizing skills matched with the ability to manage time and people effectively.
- A good team player with ability to lead a team by example and motivate them to achieve desired objectives.
- A flexible & a highly positive individual with a Good analytical & logical skill.

Location Worked

Entire Odisha*.

Place: Berhampur

Date: 08/07/21

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Signature

