



Ishank Katara

SALES STRATEGY | PRODUCT SALES
SPECIALIST | CHANNEL
MANAGEMENT

Delhi, India

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Education

B.com Hons - GGSIPU (2013-16)

Skills

Leadership

Microsoft Excel

Microsoft Office Word

Microsoft PowerPoint

Communication Skills

Large Scale Operations

Reports & Documentation

Highlights

Received recognition as the
'Employee of the Quarter' in 2019
& 2021.

Town Development Project- Vivo
(Virar, Maharashtra)

Led New Joinees' 2019 batch
(MBAs) at Vivo Head Office

Developed resources (NPL pack,
pre-booking guidelines) - Setting
SOPs and product related guidelines
for the state level managers and the
state teams.

Profile

- Experienced in developing strategic business plans in Product Sales, Channel & Market competition, as a result of working closely with management teams. A personable and trustworthy Product Sales Strategist with over 6 years performing in a fast-paced sales department.

MNC Startup Experience

- 4 Years of rich Experience in Hospitality industry as well including National & International countries events.
- Startup Business strategist on small scale.

Employment History

Sales Strategy at Vivo Mobile India Pvt. Ltd., Gurgaon

JUNE 2016

Strategy Planning: Formulated New Product Launch, Price-drop and Product Clearance Strategies for the States. I am part of all strategic action planning in the organization and carry responsibility of leading multiple key initiatives. Including monthly sales & target planning, scheme structure analysis of states & later review & performance evaluation.

Business Analysis & Reporting: Manage the sales data, analyzing it to derive insights & publish daily dashboards. Responsible for analytical requirement function for the Sales Operations; updating the top management on regular basis on business insights, trends & key concern areas.

Sales Forecasting: Forecasting sales during product launch or price drop or hike period, evaluate stock requirement, scheme formulation, product promotion and performed pre-planning of other related activities for the states. **Festival sales predictions** of every Indian festival in a calendar year.

Competition Analysis (Big data management): Tracked competition Sales Data & Make related reports for Top Management & China Team. Tracking activities related to price drops and new launches, market schemes of various brands.

Marketing & Branding Strategy: Key decision maker for designing Marketing plan which varies from region to region & price range of product to promote product sales.

Performed setting-up of SOPs and targets for the states.

Startup Business Strategist at CatQ (Beauty & Cosmetics), New Delhi

JUNE 2020

- **Business Development Strategies:** Developing strategies for startup business in beauty industries, E-commerce & Social Platforms like YouTube.
- **Designed Innovative & Meaningful Brand Names/Logo**
- **Managed all legal procedures required to run a startup on digital platforms.**
- **Business Development Ideas for running a YouTube channel, Promotion Strategies, Expansion Strategies.**

Event Management at Hemh Hospitality, New Delhi

JUNE 2012 — MAY 2016

- Worked with clients to formulate wedding concepts from intimate rural events to modern downtown receptions.
- Built a customized package to suit their individual needs.
- Maintained a list of local vendors and venues and made recommendations to match the client's vision and budget
- **Managed Wedding events all over India as well as in other countries.**