

Vipin Kumar

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PROFESSIONAL OVERVIEW

Dynamic & Goal-oriented professional with **more than 12 years of** experience in **Sales & Marketing**, Market Research, Reporting & Market Analysis. Achieved strong gains through enhancing innovative ideas for the company's growth and developing branding strategies to increase the business & profit of the organisation.

Profile Summary

- Ability to carry out tasks in accordance with applicable laws and policies of the organisation.
- Capable of setting up useful priorities, can take instant decisions and apply them to meet given deadlines.
- Maintain and establish good relationship with team members and peers across departments.
- Excellent inter-personal skills and sound expertise in evaluation /gathering information of client's requirements to implement corrective solutions.
- Capable of identifying better business opportunities & new potential markets and leverage competencies to drive growth, costs optimisation, improve organisation market positioning and strengthen bottom-line performance.
- Service launches through branding/ messaging/ promotions/ communications. To develop action/plans steps to secure such business.
- Lead Generation through the Internet and other sources/ prospecting and follow up with the clients across Globally.
- Research and analyse the market to find out better business opportunity and give innovative ideas for marketing.
- Coordinated and organised impactful sales training programs to the direct sales force as well as for the business partners.
- Goal oriented thinking and target achievement attitude.
- Good forecasting abilities and proactive marketing skill.

Core Competencies

Project/Product Development	Team Management	Resource Management
Continuous Improvement	Sales Management	Customer Relationship Management
Business to Business (B2B)	Competition Research	Customer Service
Business Planning	Liaison & Coordination	Excellent communication skills

CAREER CHRONOLOGY

March 2020 - Present -	Invest Advise Delhi / Gurgaon	Associate Vice President
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Industry: Invest Advise is a premium management consulting firm with a special focus on sales and marketing .

- sales processes to optimize product and brand visibility
- Coordinate, produce, and work with Sales and Management to ensure delivery of excellent proposals
- Drive Sales and company growth
- Good knowledge of Customer Relationship Management (CRM) system and data
- Support leadership in understanding of pipeline, forecasts, retention, and other sales strategy and planning techniques to support leadership in maximizing sales
- Deliver and execute on strategic projects

Industry: A one of the largest in the Real Estate Industry with projects all over India. Raheja Development Ltd mainly in **residential and commercial projects including farmhouses, plotted development and hotel properties.**

Key Responsibilities:

- Handling customer accounts their queries, complaints & requirements.
- Internal Coordination with the team (**Project Management**) Production, R&D, Installation team, Account and dispatch department to ensure the timely completion of the project.
- Business Development & discussion with customers to raise the existing business.
- Preparation of Business Case (Region wise, Country wise & Segment wise) to present to Top-level management.
- Prepared and completed all sales & Marketing reports, identifying the customer's needs.
- Providing regular and accurate sales forecast updates to VP.
- Relationship building of current Associates for further development and growth.
- To establish new associates network. Maintain regular communications and provide regular feedback to associates.
- Identify issues and areas where improvement is required to increase overall performance of the Associates programs.
- Strategic Consulting, including business plan & sales strategy development.
- Research prospects, obtain leads, and develop new business opportunities in order to reach target.
- Generate leads and prospects and maintain a database for such prospects.
- Ensure all customer information is captured and recorded accurately in system.
- Validate and verify all documentation submitted by the customer, prior of processing a sales to ensure compliance with policy.
- Update the competitors pricing and other initiatives.
- Prospects and meet clients outside the sales office by scheduling meetings in a way that do not affect the sales center's operations.
- Conduct viewings for prospects.
- Complete other assigned tasks within given deadlines.
- Represents company during exhibitions and shows where the company is participating or invited.
- Setting up a new base for Raheja Developers in Delhi / Gurgaon, creating a high performing sales & marketing team oriented towards achieving financial goals and customer satisfaction.
- Introducing the brand in the new region, creating collateral for the project, impaneling channel partners and managing multiple disciplines under sales and marketing.
- Building a plan for sales, marketing, promotion and advertising activities in order to position the project as a relevant yet differentiated product, in a densely competitive market.
- Developing and executing integrated strategies to push direct and channel sales, positioning and strengthening the brand in Delhi / Gurgaon.
- Delivering targeted top line as per business plan by ensuring targeted sales volumes at approved price levels.
- Enabling business growth by developing and managing a dedicated channel network of associates and international property consultants to get further business and ensure maximum increase revenue.

Industry: - Real Estate, Hospitality and Education sector. The group's different successful projects are produced by the great minds and expertise of the people associated with it.

Key Responsibilities:

- Prepared and completed all sales & Marketing reports, identifying the customer's needs.
- Providing regular and accurate sales forecast updates to Senior Managers, Handling HNI Clients, Arranging Data
- Coordinating with Head of Sales, Responsible for selling properties to investors and marketing
- Sources potential investors and establish/maintain a good work relationship, Advice and discuss various opportunities of property services, Attend to inquiries from any walk in clients, Marketing about projects in Events, Build awareness and Knowledge of the property market

June 2010 to February 2017**Reckers Control India Pvt Ltd Delhi (NCR)****Key Account Manager**

Industry:- Reckers Control India Pvt. Ltd. is Industrial Automation Company & channel Partners of M/s Rockwell Automation, Prosoft, Shanck Shenghai & D2T for their products & systems.

RECKERS a proven name in Automation and control since 1996, provides "High Performance and Value" for Automation, Power and Energy Monitoring Solutions, Instrumentation, Test, Measurement and Engine Testing.

Key Responsibilities:

- I lead the demand generation activities & Go to Market planning & execution for all lines of businesses
- Handling customer accounts (**Key Account Management**), their queries, complaints & requirements.
- Business Development & discussion with customers to raise the existing business, Preparation of Business Case (Region wise, Country wise & Segment wise) to present to Top level management.
- Prepared and completed all sales & Marketing reports, identifying the customer's needs, providing regular and accurate sales forecast updates to Senior Managers.
- Responsible for planning, developing & executing the short term & long-term annual marketing plans.
- Help National Distributors & other key partners develop and launch their multilevel demand generation programs across various channels & segments that act as a catalyst in driving the business in India.
- Drive media strategy to ensure brand message reach across various media like Print, Television, Digital, OOH & Radio.
- Retail Execution a key responsibility area. Redesigned the strategy to ensure maximum high quality presence of the products & the brand expression in various channels & formats.
- I create and lead programs and solutions, which are customised for Enterprise & education sectors.
- Work closely with Sales function across the country and active contributor in the Sales planning & Affordability programs initiatives.

August 2009 to May 2010**Costra Advertising LLC (Dubai) UAE****Client Account Executive**

Industry: - Costra Advertising LLC was established ... a name synonymous with design and quality. Offering cost-effective design solution for Retails fit-outs, Hotels, Offices and commercial furniture manufacturing. Corrugated display, Acrylic pop, Metal display, Digital and screening printing. Years of acquired expertise. Preferred supplier of choice. Our success stories keep us going first point of contract for global retails brands. Managing turnkey projects across the globe. The only state of the art manufacturing facility in the Middle East.

Key Responsibilities:-**Marketing Role**

- Develop the Marketing strategy. Oversee the company's marketing budget, and plan and implement promotional campaigns.
- Achieve and assist finest results within the approved budgets. Work as a key contact for magazines, PR agencies, and Event and Exhibition.
- Handle event planning, coordinating and management such as "The Hotel Show Exhibition". Communicate with all relevant departments to achieve marketing goals.
- Manage the responsibility for brand management & corporate identity. Attend and participate in outside activities as approved or directed by the Management.

Business Development Role

- Facilitate good communication and meet the client's requirements. Respond promptly to all the client's inquiries and need from interiors fit-out, design consultation.
- Identify cross-selling opportunities with new and existing clients. Provide support to create strategic plans and manage responses to tenders process.
- Supervise on assigned projects, assist in all assigned functions. Assure the highest possible standards of maintenance, quality and optimum performance.

Industry:- Reckers Control India Pvt. Ltd. is Industrial Automation Company & channel Partners of M/s Rockwell Automation, Prosoft .

- Managed senior client relationships and delivered key assignments across automobiles, retail, petroleum, metals, real estate industries Developed investment strategy for a leading MNC planning to acquire stake in an oil refinery
- Developed and implemented international strategy for a leading developer in India: identified key target countries to enter, led business development and developed strategic alliances with key players in the target countries
- Reviewed the retail “entry strategy” for the largest conglomerate in India. Worked on internal restructuring assignment for a large aluminum company: Independently led the operations module and managed relationships with senior management across the plants
- Prepare and deliver presentations and demos to potential clients. Market research and competitor analysis.

ACADEMIC EDUCATION

- PGDBA (Marketing/Finance) Lala Lajapat Rai Academy Of Management, Mumbai With First Division 2008
- M.com, Meerut University With Second Division 2005
- B.com, Meerut University With Second Division 2003

TECHNICAL SKILLS

- Back office software Areas: MS-OFFICE, EXCEL, POWERPOINT PRESENTATION,

NOTABLE CREDITS

Received an appreciation letter from the scope and finding of summer project from the Managing Director Mr. R.K. Dhadha of Reliance Industries. The project entitle “Capex Analysis for gas pipeline spurs and development of model for Tariff calculation” was appreciated by Mr.R.K.Dhadha, Managing Director, Reliance Gas Transportation Infrastructure Limited, (RIL) Navi Mumbai received certificate cum recommendation letter.

PERSONAL DETAILS

Languages Known: - English & Hindi
Date of Birth: - 12th October 1983
Personal Interests - Traveling and Meeting People from different cultures. Meditation .

Vipin Kumar
(India)