

# **Curriculum Vitae**

Mob - 9430333968

Rakesh Ranjan

MBA (Marketing & HR)

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## **OBJECTIVE**

I would now like to explore in sales & marketing and business development as a Manager in corporate world with best of my abilities and to acquire more knowledge & experience to promote the organization in the desired field.

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## **EXECUTIVE SUMMARY**

Proactive and result oriented professional with over 13years of experience in various sectors. Having exposure in Project implementation, Mobilization, Skills development, Franchisee sales & support, Direct marketing, Corporate sales, Worksite marketing.

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## **PROFESSIONAL EXPERIENCE**

Mobilization Head – Skills Development (RSWM Ltd.)	Mar 18 – Mar 20
Sales Executive – Pest Control (Hicare Services Pvt Ltd.)	Jan 17 – Mar 18
Q Team Member – Skills Development (Orient Craft)	May 16 – Dec 16
Channel Executive – Courier & Cargo (DTDC Express Ltd.)	Feb 11 – April 16
Direct Enroller – Insurance (Tata Aig Life Insurance Company Ltd.)	July 06 – Jan 11

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## **HIGHLIGHTS OF EXPERIENCE**

### **Highlights as Mobilization Head**

- Get a list of Socio Economic and Caste Census (SECC) from the Block Office regarding details of Panchayat, Mukhiya and Ward members of the given territory
- Identification and focus on Gram Panchayat/villages identified under SAGY (Saansad Adarsh Gram Yojana)
- Identification and focus on Panchayat having maximum SC/ST and Minority candidates.
- Visit and meet Pradhan/Sarpanch/Mukhiya and develop a rapport for support in mobilization activities.
- Facilitate NGO/CBO tie ups for mobilization of candidates.
- Sensitization of distt./block/panchayat/village level govt. machinery channel for mobilization of candidates and organizing sensitisation/rapport building workshops for them.
- Liaisoning with DPMU (SRLM) and State Govt. promoted autonomous bodies (Aajeevika/Sanjeevani) for support in mobilization of candidates.
- Appoint & train Mobilizers from the local community.
- Handling a team of mobilizers.
- Work ethics – ensuring process and protocols are maintained.

### **Highlights as Sales Executive**

- New dealer developments, expanding the networks.
- Project sales through builders, architects, consultants.
- Responsible for projects sales and meeting key account clients and to top notch builders and architects.
- Identify new market opportunities for products that grow share and improve profitability based on the sales analysis.
- Responsible for developing new market and building strategic partnership by client acquisition and retention of existing clients.
- Responsible for sales & collection.

### **Highlights as Q Team Member**

- Daily monitoring of training center, Documents verification and data verification.
- Training Inspection and verification, Placement verification & OJT Verification.
- Screening and selection of candidates verification and Certification management verification.
- Providing clear, accurate and relevant information.
- Ensure that processes needed for the Quality Management System are established, implemented and maintained.
- Review and maintain the Quality System and ensure its completeness and accessibility.
- Managing internal and external audits & acknowledge the inputs wherein by the auditors promptly.

### **Highlights as Channel Executive**

- Appointing new channel partners with more brand visibility.
- Handling key account of existing channel partners with taking care of their sales, operations, collection & corporate compliances.
- To be link between the channel partners & company.
- Meet the sales and delivery target of branch to communicate and to motivate channel partners.

### **Highlights as Direct Enroller**

- Organizing worksite marketing activity at corporate offices.
- Making & sustaining corporate networks in Delhi/NCR for insurance products.
- To do BTL activities.
- To retain existing customers by providing full fledge services.
- To organize the financial planning programme among the corporate through expert team of financial trainer of Tata Aig Life.

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### **ACADEMIC CREDENTIAL**

- MBA (Marketing and HR) from Mangalmay Institute of Management & Technology Greater Noida, Affiliated by Uttar Pradesh Technical University Lucknow in 2006.
- B.A. (H) from Tilka Manjhi Bhagalpur University in 2001.

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### **PERSONAL DOSSIER**

Date of Birth : 1<sup>st</sup> March, 1980  
Address : Sarowar Nagar, Devi Mandap Road, Post – Hehal, Ranchi - 834005

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### **DECLARATION**

I hereby declare that all the information contained in this resume is in accordance with facts or truths to my knowledge.

Date:

Place:

(RAKESH RANJAN)