Rohankumar Prajapati

¼ Narayankunj Soc,

Street no:- 6

Near G.N.F.C.Township

Bharuch,Gujarat,India

 **Mobile:** + (0091) 8758582688

 **Email:** rohan1827@yahoo.com

**Objective**

Highly motivated person with more than 10 years experience of progressive marketing, sales and business development accomplishment in domestic and international market. Possess the ability to work well with others and under pressure while able to meet tight deadline. Also has the capability to quickly learn and utilize new skills. I have passion to understand how business managed I consider myself “person of people”

CORE COMPETENCIES

Marketing ▪ Monitoring ▪ Strategic Management ▪ SWOT analysis ▪ ▪ Evaluation ▪ **Implementing** Strategies ▪ Business Risks ▪ Value propositions & Partnering opportunities ▪Business Development ▪ Negotiation ▪ Communication & Presenting ▪ Business Planning

KEY SKILLS

▪ Brand Building ▪ Decision Making ▪ Influencing ▪ Accountability ▪ Product launch ▪Marketing Campaigns ▪ Campaign Performance Improvement ▪ Partnership ▪ Leadership ▪ Team Management

Experience

**Gangamani Enterprise Pvt Ltd (Bharuch, Gujarat) From: - Jun 2019**

**(International Marketing Manger)**

* Responsible for Planning, organizing, directing and controlling marketing activities of Reclaimed rubber and Factice in India and Outside India
* Facilitating the introduction and embedding of a new CRM system
* Campaign & event management
* Training and Development for second line to enhance their performance
* Establish System and Proceeded and its Implementation
* Participate in Rubber Expo and identify new business opportunity
* Handle Corporate meetings and Client Visit to Plant

**Carzspa Autofresh Pvt Ltd, (Surat, Gujarat) From: - Jan 2018 – Dec 18**

**(Franchisee Relationship Manager)**

* Responsible to generate revenue through Existing and New **franchisees**.
* Working on ERP System and Maintaining CRM and Sales Modules.
* Provide training for the New **Franchisees** about the products of the company.
* Responsible to provide continuous support to 50 plus franchisee in India and outside India from head office.
* Responsible to monitor the performance of **Franchisees** and ensure the existing **relationships** are further strengthened.
* Respond to a range of inquiries, seeking to resolve issues and problems to the satisfaction of all parties.
* Provide training to new franchisee before launch and after launch and also guide them about marketing strategies and maintain relationship with client
* Review financial report of each franchisee every month and provide them essential support if needed

**Mistry and Mehta Capital Advisors Pvt Ltd (Surat, Gujarat)**  **Apr 2016- Dec2017**

(**Business Development Manager**)

* Meeting with clients to understand the exact nature of their requirements
* Discussions with other professionals / firms to form associations with the company
* Preparation of preliminary teaser document for bank funding proposals
* Interpretation of financial data to generate predictive credit rating of the client company / identify scope for improving the credit rating of the client company
* Providing backup data, analysis, industry comparable, market intelligence including macro /micro analysis of the relevant real estate market
* Excellent communication skills, including good written English
* Preparation of additional documentation such as Non Disclosure Agreements, Engagement Letters, Scope of Work, etc.

**Desai & Co Accountants, Coventry (U.K) Feb- 2013- Jan 2016**

**(Business Analyst)**

* Business Development and Client Execution
* Provide all information to Audit officer behalf of client to solve tax queries.
* Working closely with client, consultant and execution team
* Dealing with client queries
* Ad-hoc activities
* Communication with (HMRC) behalf of clients

**MUFFIN BREAK, NOTTINGHAM (U.K) 2009-2013**

**(RETAIL STORE MANAGER)**

* Completes store operational requirements by scheduling and assigning employees; following up on work results
* Purchase book entry, sales book entry.
* Identifies current and future customer requirements by establishing rapport with potential and actual customers and other persons in a position to understand service requirements.
* Formulates pricing policies by reviewing merchandising activities; determining additional needed sales promotion; authorizing clearance sales; studying trends
* Markets merchandise by studying advertising, sales promotion, and display plans; analyzing operating and financial statements for profitability ratios.

Academic Projects

***Dissertation on foreign direct investment in Gujarat, India***

* Analysed foreign direct investment in Gujarat including fiscal decentralisation, comparison between developed country and developing country, states analysis and advantages and disadvantages of FDI and data analysis.

EDUCATIONAL QUALIFICATIONS

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| **Master in International Business and Finance (MSc)**  | **Sep 2010 – Jan 2012** |
| De Montfort University, England, **UK** |  |

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| **Graduate Certificate (International Business)** | **Sep 2009 – Jun 2010** |
| De Montfort University, England, **UK** |  |
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| **Bachelor of Commerce**  | **Aug 2006 – May 2009** |
| Maharahaja Sayajirao University (MSU), India**12th  Gujarat Board 2006** **10th Gujarat Board 2004**  |  |

COMPUTER SKILLS

* Proficient in Microsoft Office (Ms Excel & Power Point) and Internet applications
* Use of SPSS, IRIS software during academic & work purpose.
* Knowledge of ERP System and maintain CRM and Sales Modules regularly.

PERSONAL INFORMATION

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| **Date of Birth:** 18th May, 1989 | **Nationality:** Indian |
| **Marital Status :** Single | **Driving Licence:** Indian |

**References available on request**