

# Shiv Kumar

## **Marketing & BUSINESS Development**

New Ram Nagar, 33 Foota Road, Mundian Kalan, Ludhiana

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### OBJECTIVE

I am a Marketer and Business Developer with 15 years of post-qualification experience, I have a proven track record of Increasing companies Income and Reducing Expenses Especially on the Marketing Plan, I am Familiar with working on Budget Plans, and I am looking for a new Challenges.

### WORK EXPERIENCE

#### **Business Development & International Sales & Marketing Manager**

Duration: 11/2024-Present

4Webplus Technology

My role was to understand the current organizational situation, identify future needs and create solutions to help meet those needs, in relation to information Technology, Marketing and Suppliers Public Relations also Creating and Managing the Marketing and the Image. I can handle international clients and assign there work to our small team of web designer & developer.

#### **International Web Consultant, Business Development Manager**

Duration: 1/2018-10/2024

GK Creations Pvt Ltd

My role is to understand the current organizational situation, identify future needs and create solutions to help meet those needs, in relation to information and software systems, also Increasing the Company Sales by Creating new Marketing Campaigns and getting Leads, in both sides B2B and B2c. I can handle small team of designer & developer as well.

#### **International Sales Head & Business Development Manager**

Duration: 11/2015-12/2017

Chrishan Technology Solutions Pvt Ltd

- \* Secured new business and expanded the client base.
- \* Managed accounts to drive growth and engagement.
- \* Built strong client relationships through tailored solutions and communication.
- \* Ensured project success by working closely with clients and teams.

#### **Business Development Manager**

Duration: 2/2012-10/2015

RW Infotech Pvt Ltd

Create strategic plans, determine customer requirements and examine the commercial potential of products and services.

Setting goals and developing plans for business and revenue growth.  
Researching, planning, and implementing new target market initiatives.  
Researching prospective accounts in target markets.

## **Admin Head & Business Development Executive**

Duration: 3/2010-1/2012

Webgen Services

Generating new business and expanded the client base. Built strong client relationships through tailored solutions and communication. Also handle office administration work.

## **EDUCATION**

- DIPLOMA IN COMPUTER APPLICATION FROM JUPITER SYSTEM SOFTWARE
- ADVANCED DIPLOMA IN COMPUTER APPLICATION FROM JUPITER SYSTEM SOFTWARE
- MASTERS IN COMPUTER APPLICATION FROM DOEACC (NEW DELHI)

## **PROFESSIONAL COURSES**

- DIPLOMA IN GRAPHIC FROM JSS (JAMSHEDPUR)
- COURSES IN HUMAN RESOURCE (COMMUNICATION SKILL, SELF CONFIDENCE, TIME MANAGEMENT, LEADERSHIP, TEAM WORK) FROM JSS (JAMSHEDPUR)

## **SKILLS**

- |                        |                                     |                        |
|------------------------|-------------------------------------|------------------------|
| ➤ Agile working        | ➤ Business analysis                 | ➤ Web Design           |
| ➤ Digital perspective  | ➤ User focus                        | ➤ Graphics Design      |
| ➤ Good communicator    | ➤ Good team player                  | ➤ E-Marketing          |
| ➤ Business modelling   | ➤ Business process testing          | ➤ Effective leadership |
| ➤ Computer soft skills | ➤ Social media managing & marketing |                        |

## **LANGUAGES**

- English (Read, Write, Speak)
- Hindi (Read, Write, Speak)
- Bengali (Read, Write, Speak)
- Punjabi (Speak)
- Marathi (Speak)

## **HOBBIES & INTERESTS**

- Reading in different areas
- Research & knowledge
- Travelling & photography
- Programming practicing

## **REFERENCES**

- Mrs. Gouri (Owner, 4webplus technology) Phone: +91 88475-89554
- Mr. Abhijeet (Office Manager. Pan India) Phone: +91 98778-04937