## SATYA SIVA PRASAD. J

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## CAREER OBJECTIVE

## To constantly upgrade my skills and perform efficiently and effectively in a given platform. To develop sound professionally personality in myself and there by carry the organization to greater heights.

**PROFESSIONAL EXPERIENCE:**

* Working as **Area sales Manager** for Total AP region in **Exxon Mobil Pvt. Ltd.,**  from Sep 2017 to till date.
* Worked as **Area sales Manager** (ASM) in **Auto cop India Pvt Ltd** from June 2016 to Aug-2017.
* Worked as sales executive in **AMCO Batteries Ltd, India** from June 2012 - May 2016.
* Worked asSales Officer in **Exide Batteries, India** from May 2010 – May 2012.

**SUMMARY**

* 9 plus years of experience in providing increasing levels of leadership in marketing and product management.
* Skilled in working with multiple brands and consumer segments.
* Skilled in strategic planning and implementation; able to prioritize effectively, multi-task and achieve objectives within time and budget.
* Known for building strong relationships with internal and external partners.
* Grasping new technical concepts quickly & utilize the same in a productive manner.

**PROFESSIONAL SUMMARY:**

**Exxon Mobil Pvt. Ltd., as Area sales Manager Sep’2017 – till date**

(**Area :** Andhra Pradesh)

(Reporting to Regional Sales Manager)

**Key Result Areas:**

**Sales & Marketing**

* Managing primary sales, secondary sales & inventory management in assigned territory, 13 Districts .
* Maintaining customer relationships, ensuring customer loyalty through excellent customer service and meeting all client needs appropriate to their business
* Devising monthly strategy plans for achieving the targets for all categories; maintaining DSR (daily, weekly & monthly reports) and tracking the distribution drives daily
* Planning, formulating and implementing marketing strategies and promotions to increase market penetration and launching new products and to drive revenue and profitability by maximizing sales
* Establishing & maintaining existing customer and partner relationships in territory by utilizing question based selling methods to ascertain customers’ needs to craft relevant solutions/ products
* Team Building:-An excellent team leaders and team member, able to inspire sales and force to deliver extraordinary results in highly competitive markets.
* Patience & ability to take good decisions due to optimistic attitude and always try to be positive even in unfavourable conditions

**Organization: Auto cop India Pvt Ltd**

**Dept.: Battery Division and Automobiles.**

**Role: Area sales Manager** **(**June 2016 to Aug-2017**)**

**Responsibilities:**

* Handled thirteen districts as **Area sales Manager** of Andhra Pradesh
* Need to Appoint New distributors and monitoring Dealers
* Need to guide Sales Executive to achieve target.
* Planning for Channel development and management.
* Monitoring Target vs. achievement and formulate strategy for strengthen the weak distributors & dealers to achieve the target.
* Generating revenue through channels (Dealer/Distribution).
* Establish and develop Trade marketing and Channel promotion plan, executing Marketing Campaigns, Launches etc.
* Implementation of branding elements at the shop level- Shop in Shop, Dealer boards, Glow signs and other collaterals.
* Need to coordinate with service executives to accomplish the issues.

**Organization: AMCO Batteries Ltd, India**

**Dept.: Battery Division (Two Wheeler & Automobile Batteries)**

**Role: Sr .Sales Executive (**June 2012 - May 2016**)**

**Responsibilities:**

* Establish and develop Trade marketing and Channel promotion plan, executing Marketing Campaigns, Launches etc.
* Appointing new dealers / sub-dealers in the unrepresented market and to ensure secondary sales generation to support existing / new dealers / sub-dealers.
* Monitor, Review and Report on all BTL Marketing and Road shows across the region and deriving results.
* Based on market analysis, identification of customer needs for accessories requirement and coordinate for development.
* Monitoring Target vs. achievement and formulate strategy for strange thing the weak dealers & stockists to achieve the target.
* Implementation of branding elements at the shop level- Shop in Shop, Dealer boards, Glow signs and other collaterals.
* Monitoring performance of the distribution – weekly/ monthly/quarterly sales performance reviews.
* Support roll in implementation and monitoring retail distribution.

# EDUCATION

Course : Diploma in Applied Electronics Instrumentation Engineering

Institution : Seetha Polytechnic Vishnupur Bhimavaram

Year : 2005-2008.

Course : CEC (+2 Intermediate)

Year : 2002-2004.

# ADDITIONAL SKILLS

IT Skills : MS – Office and Adobe Photoshop,

Operating systems – Windows XP, 7, 8 & 10 , MAC-OS.

# PERSONAL DETAILS

Father Name : J. Satyanarayana

Date of Birth : 13th Jul, 1989

Languages Known : English, Telugu & Hindi

Marital Status : Married

Permanent Address : Gandhi Nagar, Kagithapu Vari Street,

Tadepalligudam - 534101,

West Godavari Dist.

I assure that I will discharge my duties to entire satisfaction of my superiors.

(**Satya Siva** **Prasad. J**)