

## Surjeet Singh

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Seeking managerial level assignments in Marketing Operations / Brand Management with a leading organization .

### Profile Summary

- A competent professional experience in:
  - ~ Sales & Marketing
  - ~ Branding & Promotions
  - ~ Key Account Management
  - ~ Market Research & Penetration
  - ~ Revenue Generation
  - ~ Team Management
- Adroit in identifying & developing new markets, generating leads and ensuring client retention
- Proven ability in achieving / exceeding targets, opening new and profitable product/services markets
- Exposure in market development, product positioning & handling distribution network
- Result oriented achiever with excellent track record for identifying opportunities for accelerated growth
- An effective communicator with excellent team building & relationship management skills
- Inventory management & controlling the stock
- Capable of managing multiple tasks with an emphasis on retaining quality standards

### Core Competencies

- Driving sales initiatives & achieving desired targets with overall responsibility of return on investment and exploring marketing avenues to build consumer preference and drive volumes
- Networking with financially strong & reliable channel partners, resulting in deeper market penetration & improved market share
- Conceptualizing & implementing sales promotional activities as a part of brand building & market development effort
- Leading & monitoring performance of team members to ensure efficiency in process operations
- Build and develop sales & marketing team in the allocated area / region
- Lead, Motivate and Encourage the team to grow coherently
- Prepare SOP's and Vendor Terms and condition
- Negotiations with vendors
- Handling ATL, BTL and TTL activities

### Organizational Experience

Madhav Krg Group (Jyoti )	1 April -19 – Till Date	Astt Manager Brand operation and Purchase
Aakash Educational Services (P) Ltd.	8-Dec 16 – March 2019	Astt Manager (Mktg.)
Vinex Enterprises (P) Ltd	15-July - Dec 16	Sales Officer Marketing
Satgan Trading Co. Meerut	March'10 – 14 July'16	Sales executive Channel development.
Aviva Life Insurance Co. India Ltd, Meerut	May'07 – March'10	Sales Officer operation .
Trans Continental E-Services., New Delhi	May'05 – April'07	Customer Service professional.

### Key Responsibility:

- Increase Market share of the Company.
- Market Research.
- Branding and Marketing activities.
- Managing and maximizing excellent level of quality sales to ensure repeat business with the clients
- Individual / Regular Customer Interaction to build Rapport
- Build good customer base in order to explore opportunities to cross-sell & up-sell, Obtain referral to further prospects where appropriate.
- Accept & follow up on suggestions, request & complaints received from clients, ensure claim requests are service.
- Acquiring new customers through word-of-mouth

- Receive the material as per the Purchase / Procurement Order post proper physical checking of the material.
- Material and Inventory control

#### **Achievements:**

- Significantly contributed in unparalleled 100% customer satisfaction
- Awarded best dealer satisfaction in Oct 2011 and 2013.
- Increased my territories client base
- Improved customer service satisfaction
- Undertake planning for achieving sales targets for the specified region
- Customer satisfaction and retention.
- Engage all the employees of the bank branches in insurance sales.
- Agile, sharp, able to improvise
- Successful made SOP's for Vendor development and Purchase
- Working Terms and condition for Vendor

#### **Projects**

Develop Terms and condition for vendor working state wise  
 Develop SOP's Purchase of Promotion item, Purchase order,  
 Madhav KRG Academy for Fabricators, Masson's and Architects (Steel Master Basic)  
 Launch of Jyoti Exterior Design Book

#### **Academic Detail**

- MBA in Marketing & Finance – UPTU – 2003-2005.
- PGDCA from PTU (2001-2002).
- B. Com – CCS University Meerut – 1998-2001.

#### **Computer Skills:**

- Diploma from Aptech (DISM)
- MS Office Suite – Word, Power Point & Excel.

#### **Extracurricular Activities**

- House Captain during Class 10<sup>th</sup>, 11<sup>th</sup> & 12<sup>th</sup>.
- Played Inter-college Cricket tournaments.
- Volunteer for Make a difference Team, aimed at leading the Blood donation Camp on behalf of Red Cross.
- Business Award 2017 for (Business Achievement & Growth in year 2016-2017)

#### **Personal Details**

Father's Name	S. D.P. Singh
Date of Birth:	6 <sup>th</sup> December 1980
Address	135, Bharpur Garden Patiala
Language Proficiency	Hindi, English & Punjabi