

PRATIKSINH KANAKSINH PARMAR

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Career Objective: To obtain high level of excellence in a growth-oriented organization and to utilize myself as resource for all kind of challenging jobs my knowledge and skills. I would like to work in such an environment where I could get many opportunities to raise my skills up to level proficiency.

Work Experience;
Current Company;

- (A) 1.Name of Company :** Gujarat Containers Ltd., Vadodara
- 2. Designation :** Deputy Manager Sales & Marketing
- 3. Duration :** September 2018 to till Date
- 4. Major Responsibility ;**

- To achieve sales and marketing objectives and budgets for sales volume, revenue growth, margins, market share retention/ increase, monthly collection target, compliance etc.
- Develop marketing strategies, plans, budget and lead execution.
- Maintain close connect with customers, develop key insights and garner larger expenditure share of the customer.
- Engage effectively with internal stakeholders, viz. Production, SCM, Quality, Dispatch etc. to ensure customer satisfaction
- Resolution of customer grievances in timely and effective manner.

Past Experiences

- (B) 1.Name of Company :** Reliance Jio Infocomm Ltd (Reliance SMSL Ltd.), Vadodara
- 2. Designation :** Jio Point Lead (Assistant Manager)
- 3. Duration :** 13th July 2017 to 10th August 2018
- 4. Major Responsibility :**

- To handle Jio Points & General Trade of Savli, Sokhda, Nandesari and Vaghodia Taluka
- Monitor the performance of distribution of own retails outlets in the catchment territory of each Jio Point.
- Drive customer acquisition & revenue business targets through Jio Point Manager (Both for inbound & outbound)
- Monitor & manage productivity of the team
- Operationalize all the Jio Points with a JC as per the design principles.
- Personally own performance of top 50 preferred outlets of the JC territory.
- Ensure top class customer experience at Jio Points in close coordination with Device Care & Customer Care
- Maintain hygiene & governance at Jio Points.

Achievement: Nationally No. 1 in Q1, 2018 – 2019 April June in Reliance Jio.

- (C) 1. Name of Company : Adani Wilmar Ltd., Vadodara
2. Designation : Area Sales Executive
3. Duration : July 2016 to July 2017
4. Major Responsibility :
➤ To handle General Trade of Fortune Edible Oils & Foods in Central Gujarat
➤ Ensuring sales & distribution as per business plan with the help of company developed distribution & field sales force in the designated area.

- (D) 1. Name of Company : Ashwin Vanaspati Ind. Pvt. Ltd., Vadodara
2. Designation : Senior Marketing Officer
3. Duration : Oct 2010 to July 2016
4. Major Responsibility :
➤ To handle Modern Trade & General Trade of Gujarat.
➤ **Modern Trade** – Dmart, Big Bazar, Reliance, HyperCity, Adhar, Spenser's, Osiag, National Handloom, Metro, Tesco, Bansal, Groffers, Big Basket
➤ Develop marketing plans for the consumer and drive volumes & generate sales from the same.
➤ Develop marketing plans for the institutions and drive volumes & generate sales from the same.
➤ Identify and develop new streams for revenue growth and maintaining relationship with customers to achieve repeat/ referral business.
➤ Conduct competitor analysis by keeping abreast of market trend & competitor moves to achieve market share.
➤ Conduct training programs to sales team.

- (E) 1. Name of Company : Gujarat Containers Ltd., Vadodara
2. Designation : Marketing Executive
3. Duration : June 2008 to October 2010
4. Major Responsibility : To handle Sales & Marketing of North & South India

Academic Dimensions:

- MBA (Marketing) from The ICAI University, Vadodara in 2008
- PGD in EXIM from The Indian Institute of Export, Vadodara in 2007
- BBA (Marketing) from Dharmsinh Desai University, Nadiad in 2006

Languages Known : English, Hindi & Gujarati

Personal Dimensions :

- Date of Birth : 17th June, 1986
- Sex : Male
- Marital Status : Married
- Nationality : Indian
- Passport No. : T2760299 Valid till 23/01/2029
- Aadhar Card No: 8686 8769 2169

Pratiksinh K. Parmar