

ABHIJEET SINGH PARIHAAR

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To be a part of success of organization, in the field of Marketing, Communications, Brand Promotions; Business Development and Sales Promotions by continual improvement through knowledge & experience. Having 10+ years of work experience in sectors like Telecom/Print Media/App Based Media & Insurance.

Career Abstract

- ✦ A dynamic professional with nearly 10+ years of experience in sectors like Media, Telecom, Facility Management, Business Development, Social Media Marketing, Digital Online app development
- ✦ Presently associated with DB Corp Mobile App heading Mass Alliances for MP/CG & Bihar/Jharkhand.
- ✦ Extensive operations and marketing management experience – planning, strategy, operations, maximizing asset revenue, personnel & resource management.
- ✦ Delivering strategic and operational change, maximizing operational efficiency.
- ✦ Relationship management – developing rewarding relationships with customers, partners, communities and other stakeholders at all levels.
- ✦ Customer service – responsive, attentive and patient customer care skills.
- ✦ An effective communicator with excellent interpersonal & relationship building skills.

Core Competencies

- ❖ Identifying & developing new streams for revenue growth, monitoring sales & collections.
- ❖ Planning & scheduling individual/ team assignments to achieve the pre-set goals within time, quality & cost parameters. Formulating long term/short term strategic plans to enhance operations.
- ❖ Analyzing & reviewing the market response/ requirements and communicating the same to the marketing teams for coming up new applications.
- ❖ Overseeing the sales & marketing operations, thereby achieving increased sales growth.
- ❖ Managing the sales operations for promoting products and accountable for achieving business goals and increasing sales growth.
- ❖ Building brand focus in conjunction with operational requirements; utilizing market feedback & personal network to develop marketing intelligence for positioning the products to effectively reach the target segments.
- ❖ Handling customer queries for better turnaround time and customer satisfaction. Identifying prospective clients, generating business from the existing clientele to achieve business targets.
- ❖ Interfacing with Individuals / key influences among Corporates for ascertaining requirements, making presentations and delivering need-based product solutions.
- ❖ Ensuring speedy resolution of queries & grievances to maximize client satisfaction levels.
- ❖ Maintaining excellent relations with clients to generate avenues for further business.
- ❖ Identifying and networking with financially strong and reliable business associates networks, resulting in deeper market penetration and reach.
- ❖ Controlling expenses with budgetary measure and generating timely reports.

*Business
Development*

Marketing

*Channel
Management*

*BTL
Activation's*

*Internal/Extern
al
Communication
s*

April 2018 till date

DAINIK BHASKAR GROUP

Manager –Mass Alliances

Roles & Responsibilities .

- ❖ Part of Brand Alliances in which meeting CXO's for partnership's.
- ❖ Responsible for tie ups, sponsorship management.
- ❖ Responsible for Sales & Revenue Generation through Partnership's
- ❖ Work with the product team to get the product level integration and requirements completed.
- ❖ Brand Custodian of activation's, internal and external communication
- ❖ Responsible for Activation in MP/CG & Bihar/Jharkhand
- ❖ Planning annual activation's and managing ROI's for MP/CG & Bihar/Jharkhand
- ❖ Responsible for New Customer acquisition & Existing customer retention.
- ❖ Creating Ecosystem of Alliances to promote loyalty program.
- ❖ Proven record of Negotiation skill/Presentation skill .
- ❖ Responsible for conceptualization and developing ideas for conducting revenue generating Alliances.
- ❖ Handling a vast team on ground activation's & Alliance and act as a linking pin between communication process.

Achievements

- ❖ Achieved successful DB App downloads on more than 50 lakhs Android Phones within 15 days of the Launch
- ❖ Achieved 133% Alliance targets with Tie up on with top brands present MP/CG & Bihar/Jharkhand.

Jun'16 till April'18

Vodafone Mobile Services

Manager Acquisition Sales(PostPaid)

Roles & Responsibilities

- ❖ New Business/Account Management
- ❖ Grow revenue through penetration of data products.
- ❖ Responsible for the achieving Revnue Target for the year
- ❖ Looking after the DST/TSE/Channel Partner and drive them for sales of all products.
- ❖ ROI to be taken care for CSA's through Blue Print for Vidharve Region .
- ❖ Building relationship with C level customer of company(VP,GM,MD)
- ❖ To penetrate as many products of telecommunication to maintain the stickiness for single operator .
- ❖ Taking care of National Corporate ,Vodafone Global Accounts, Government Accounts & SME .

July'14 till Jun'16

DAINIK BHASKAR

Manager-Operations & Distribution

ACCOUNTABLE for Dual Responsibility of "Home online.com(web platform) & DB+ App(App platform)"

- ❖ Looking after Real Estate Portal Home online.com
- ❖ Responsible for Pre-Buying, Post-Buying Categorization & Real Estate Operations.
- ❖ Responsible for Bhopal/ Raipur/Indore Location
- ❖ Cost optimization for Field Team and Data Uploading Team.
- ❖ Responsible for Making Sales Process, Strategies & monitoring the process follow.
- ❖ Looking after Mobile Application Distribution for Dainik Bhaskar.
- ❖ Responsible for the maintaining the hygiene for downloading Mobile App .
- ❖ Looking after RSO/RSE in Urban town and Up country Market.
- ❖ Maintaining relationship with retailer for achieving their targets.
- ❖ Maintaining team strength in urban and Up country Market.
- ❖ Emphasizing on quality download for better usage.
- ❖ Initiate the ideas to make use of mobile app through different activities
- ❖ Launching Upcountry market with unique distribution Model .

Apr'13 till Jun'14

Idea Cellular Ltd.

Assistant Manager - Post Paid Sales

- ❖ Looking after the postpaid sales at Gorakhpur (UPE)
- ❖ Responsible for the achievement of the sales target set by the company.
- ❖ Looking after the DST/TSE/Channel Partner and drive them for postpaid sales
- ❖ Maintained and updated the market search and sales reports.
- ❖ Built and maintained the relationship with corporate clients.

May'10 till Apr'13

Tata Teleservices Ltd (Tata Docomo)

Assistant Manager - Post Paid Sales

- ❖ Looking after the postpaid sales at Bhopal
- ❖ Responsible for the achievement of the sales target set by the company.
- ❖ Looking after the Channel Partners and drive them for sales of Post Paid Data
- ❖ Maintained and updated the market search and sales reports.
- ❖ Built and maintained the relationships with the customers.
- ❖ Develop and conduct successful campaigns aimed at promoting and building the business.
- ❖ Enabling members of the team to grow their business.
- ❖ Provide leadership and support to exceed sales forecasts and goals.

May'09 till Apr'10

Tata AIG Life Insurance Ltd

Wealth planning Officer

- ❖ Working with TATA AIG as wealth planning officer
- ❖ Interacting with customers of HSBC BANK
- ❖ Advice them where to invest their Funds
- ❖ Create awareness about Life Insurance.

Sept'08 till Apr'09

Bharti Axa life Insurance Ltd

Financial Officer

- ❖ Worked in Bharti group as Financial Officer.
- ❖ Contracting with lead
- ❖ Interacting with customers
- ❖ Advice them where to invest their Funds
- ❖ Create awareness about Life Insurance and its benefits.

Academia

- ❖ B.Com. from A.P.S University, Rewa in the year 2007.
- ❖ HSS from M.P. Board, ST.MICHAEL'S HR. SEC SCHOOL (SATNA) in the year 2004.
- ❖ SSC. From M.P Board, ST.MICHAEL'S HR. SEC SCHOOL (SATNA) in the year 2002.

Personal Dossier

- ❖ Permanent Address : *House No. 21 Master Plan Satna, (M.P) 485001*
- ❖ Date of Birth : *Aug 8, 1983*
- ❖ Languages Known : *English, Hindi,*
- ❖ Nationality : *Indian*
- ❖ Marital Status : *Married*
- ❖ Passport : *Valid*

Date:

Place:

Abhijeet Singh Parihaar