

Aman Sharma

Mob: 8894678844

E-mail: amansharma.agri@gmail.com

CAREER OBJECTIVE:

Performance oriented professional with proactive & self-motivated approach. Seeking to bring my proven track record of launching successful marketing campaigns & team leading into a senior management position.

PROFESSIONAL EXPERIENCE

Currently working as Campaign Activation Manager (CAM) at Hisar (Haryana) with Bayer Crop Science Ltd.

Job and Responsibility

Current Role:

- Campaign Planning & execution in the commercial area / territories.
- Aligning liquidation driven campaign with Campaign Excellence lead / Crop Specialist and derive through territory Incharge.
- High level of collaboration with CU marketing and Marketing development team.
- Fast track transformation of activation campaign into Digital marketing tools and better usages of social media power.
- Identification of New crop segment for strategic products and new products launch.
- Implementation of Strategic Crop Projects in the commercial area.
- FO management including training and efficiency improvement.
- Tracking Budget and Expenses.

Past Experience:

- Started Career from June 2015 as Project Officer at Barnala (Punjab) where I was engaged in marketing activities like Farmer meetings, Field Demonstration, result demonstration etc. initially in Paddy crop and afterwards Sales activities.
- After 5 months promoted as Associate Territory Executive on Dec 2015 and looked after Agro chemical sales in Apple, Pomegranate and Vegetables & Hybrid Paddy Business at Kullu Territory.
- Promoted to Territory Executive after eleven months in 2016.
- After two years on Oct 2018, promoted to Senior Territory Executive and transferred to Hisar to look after Field Crop Seeds and Agro-chemical business.
- September 2020 onwards raised to Campaign Activation Manager based at commercial area Hisar to lead & drive the marketing driven activities across South Haryana.

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Awards and Accomplishments:

- Youngest Campaign Activation Manager in the organization ever.
- Recognized as BayChamp at country level in Q3 2019.
- Record Sales of Surpass Bt Cotton Seed in 2019.
- Award of Appreciation for achievement of Budget and liquidation in North Upper Division against downfall of the apple industry in 2018.
- Awarded with 2016 Asset Recognition for “BASTA” for its development in Potato.

Achieved remarkable business growth in:

Kullu Territory H.P. Total Business (Seed & Agro chemical)	Base Year (2015) 45 mio	2016 59.5 mio (32% growth)
Hisar Territory Surpass Bt Cotton Seed	Base Year (2018) 55 mio	2019 95 mio (73% growth)
Hisar Territory Movento Energy	Base Year (2019) 8.08 mio	2020 9.66 mio (20% growth)
Hisar Territory Arize	Base Year (2019) 3.06 mio	2020 8.08 mio (164% growth)

Learnings:

- Working in Collaboration with external stakeholders including agricultural universities, Department of Agriculture, Research institutes etc.
- Leading a team of individuals with different mindset and skill set towards a common objective.
- Channel management and operating business in Field Crop Seeds and Agro chemicals in Field crops, Fruits and Vegetables.
- Management of multiple overlapping business of seed and pesticide at Hisar.
- Initiated & established successfully AVID project activities (Bayer - GIZ - KPM collaboration) under “Hunger For None” project & benefited 2500 registered farmers of KPM (Kullu Phalotpadak Mandal) at Kullu.
- Operational excellence in MIS software to harness relevant information regarding business.

ACADEMIC QUALIFICATIONS

COURSE	UNIVERSITY/BOARD	INSTITUTION	YEAR OF PASSING	MARKS
B.Sc. Agriculture (Hons)	Chaudhary Sarwan Kumar Himachal Pradesh Krishi Vishvavidyalaya, Palampur H.P.	College of Agriculture, Palampur.	2015	74.46%
HSC	Himachal Pradesh Board of School Education	N.K S.D Chand Public Sen.Sec. School Palampur, Distt. Kangra, H.P.	2011	84.8%
SSC	Himachal Pradesh Board of School Education	N.K S.D Chand Public Sen.Sec. School Palampur, Distt. Kangra, H.P.	2009	86.43%

EXTRA CURRICULAR ACTIVITIES SKILLS

- Enjoy working with technology
- Innovative , calm & a good listener
- Motivated Team Player
- Strong relationship building skills

HOBBIES AND INTEREST

- Travelling and Camping
- Watching Digital Content
- Cleaning

PERSONAL INFORMATION

Date of Birth	22 July 1993
Languages	English, Hindi, Punjabi
Father's Name	Mr. Keshav Lal Sharma
Permanent Address	Vill. Ghuggar, P.O. & Teh. Palampur, Distt. Kangra Himachal Pradesh, Pin 176061.

DECLARATION: I hereby declare that the above information is true to best of my knowledge.

Yours Truly,

Aman Sharma