

# Navneet Kumar

## Territory Sales Manager(Trainee)

I am a post graduate in Marketing with a prior experience in service marketing & channel sales. I am creative and a consistent hard worker looking forward to an opportunity in marketing where I can test my theoretical concepts, hone my existing skills and acquire newer ones.



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## PROFESSIONAL EXPERIENCE

### Territory Sales Manager(Trainee) Coffee Day Beverages

04/2019 – Present

Kolkata, India

#### Responsibilities

- Acquiring new customers in the SME segment.
- Building strong relationship with the existing customers.
- Managing distributors so that they keep delighting our customers.

### Business Development Intern

#### VRK Infotech Pvt. Ltd.

04/2018 – 06/2018

Mumbai, India

#### Responsibilities

- New customer acquisition with the monthly sales target of Rs. 4 lacs in annual recurring cost.
- Improving the efficiency of sales team through better planning and lead generation.
- Preparing customer engagement process in order to reduce attrition.

### Marketing Executive

#### Erudite Educational Centre Pvt. Ltd.

07/2014 – 11/2015

Kolkata, India

#### Responsibilities

- Increasing the walk-ins with the help of outbound marketing activities.
- Gathering market intelligence.
- Managing the online presence of the company on social media and other websites

## EDUCATION

### P.G.D.M.

Lal Bahadur Shastri Institute of Management, Delhi

06/2017 – 04/2019

### Bachelor in Science (Zoology)

Jai Prakash University, Chhapra

06/2011 – 06/2014

### High School

St. Paul's Mission School, Kolkata

05/2011

## SKILLS

Marketing Strategy

Digital Marketing

Marketing Intelligence

Outbound Marketing

Business Development

MS Office Suite

Goal Oriented

Communication

Negotiation

Creative

## ACHIEVEMENTS

Letter of Appreciation for overachieving the sales target by 30% at VRK Infotech Pvt. Ltd.

Marketing Head of E-Cell, LBSIM (03/2018 – 04/2019)

## LANGUAGES

English

Full Professional Proficiency

Hindi

Full Professional Proficiency

Bengali

Full Professional Proficiency

## INTERESTS

Marketing

Basketball

Reading

Cricket