**ASHUTOSH KUMAR**

F-721, 3rd FLOOR
GALI NO- 24, NEAR AVB PUBLIC SCHOOL
LAXMI NAGAR, NEW DELHI-110092

**MOBILE:** 9643818789/ 7859890867

**E-MAIL: ashu1091@gmail.com**

**JOB OBJECTIVE:**

Seeking a Marketing position where my analytical and sales background, along with my recent MBA in marketing can be effectively utilized to bring new ideas to the organization.

**PROFILE SUMMARY**

* MBA Professional with 3 years and 6 months of Experience in Marketing.
* Extensive experience providing new business strategy and implementation services within the business-to-business and business-to-consumer markets.
* Provide strong leadership, business management and business development skills as a Business Manager for a visionary, growing and customer service driven company that demands team work, initiative, commitment and results.
* Exceptionally well organized with a track record that demonstrates self motivation, creativity, and initiative to achieve both corporate and personal goals.
* Deft in handling priorities, with a bias for action and a genuine interest in personal & professional development.
* An enterprising individual with good interpersonal skills and willingness to learn.

**ORGANISATIONAL EXPERIENCE**

**CHETANALAYA**

PROGRAM OFFICER - BUSINESS DEVELOPMENT

NEW DELHI

February 2016 - Till Date

 **Key responsibilities handled:-**

* Working as a **Program Officer**, handling end to end responsibilities of Project Management.
* **Identifying** various Entrepreneurial **Opportunities** for the Organization.
* **Handling various Products line** Like-Paper, Jute, Soap and Detergent etc.
* Preparing Innovative and sustainable **business plans** as a part of Project Planning.
* Analyzing and **developing marketing strategies** for various Projects.
* **Vendor Management** - Identifying Potential Clients and managing them for an increase Business Growth.
* **Coordinating with the Production team** to reach the optimum level of marketing production with optimum profit possible as a part of resource management.
* Determining **Sales Targets** and ensuring that they are successfully achieved.
* **Handling a team of 8 people**, Monitoring and supervising their work on a day to day basis.
* **Monitoring** the Performance of the personnel working in all business units and ensure effective Management.
* **Organising trainings** for the unit as per the need and requirement.
* Maintaining the **database** of sales and purchase of Products.
* Identifying and developing new opportunities that can lead to **increased Sales.**
* Implying latest business trends with a view to introduce **innovative products** in future.
* Support the marketing officer in **introducing the Product**

**DATA OUTSOURCING INDIA PVT LTD**

**MANAGER**

KOLKATA, West Bengal

January 2014 – January 2016

* Undertaking detailed ongoing analysis of marketing campaigns to ensure targets are met.
* Using the full marketing mix for the company marketing communication.
* Understanding of customer segmentation.
* Prepare sale promotion activities.
* Prepare marketing report.
* Prepare advertising budget.
* Understanding current and potential customers.
* Developing the marketing strategy and plan.
* Provide marketing resource assistance to entire sales staff and management team.
* Supervising complicated economic unit, like establishment, separate departments and was responsible for whole economic activity that is (Marketing Selling and finance).
* Communicating with target audiences and managing customer relationships.
* Monitoring the work.
* Talking corrective action plan when needed.
* Manage the workers than to know how to do their best.

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| **HDFC LIFE****MANAGEMENT TRAINEE**KOLKATA, West BengalApril 2013 - December 2013 |
| * Undergone training for managerial and supervisory positions.
* Was exposed to every aspect of business and role.
* Was used to work in team which developed teamwork.
* Have learnt more about, divisions, departments of company which gave the opportunity to experience.
* Used to work with policies, policy formalities, presentation, and client meeting.
* Used to do marketing field work (sales) related policies.

**EDUCATION**

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| **IIPM****BBA+MBA integrated**KOLKATA, West BengalGraduated May 2014 |
| SPECIALISATION- MARKETING |

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| **CAMPUS PUBLIC SCHOOL, CBSE BOARD****INTERMEDIATE (12th)**PUSA SAMASTIPUR, BIHARGraduated May 2011 with 66%. |
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| **CAMPUS PUBLIC SCHOOL, CBSE BOARD****MATRICULATION (10th)**PUSA SAMASTIPUR, BIHARGraduated May 2009 with 77%. |
|  **TECHNICAL PROFICIENCY** Operating Systems: Windows XP/2007/2008 APPLICATION: MS-Office, Hardware & Internet, MS-POWER POINT**SUMMER INTERNSHIP:*** Company – HDFC LIFE
* Topic – PRODUCT COMPARISON
* Duration – 45 Days

**CERTIFICATION:**Completed **IRDA (Insurance Regulatory Development Authorization)**  in 2013.**EXTRA CURRICULAR ACTIVITIES:*** Have been instrumental in the organization of all the cultural festivals in school & college and acted as volunteer.
* Have participated in blood donation camp in united institute of management.

**KEY SKILLS:*** Hardworking
* Self-motivated and an avid learner
* Positive Attitude
* Go Getter

**PERSONAL DETAILS:**Name: Ashutosh KumarFather Name: Daya ChaudharyDate of Birth: 22 November 1994Marital Status: SingleNationality: IndianLanguage: Hindi, EnglishHobbies: Listening music.Permanent Address: Old C1-47, R.A.U, Pusa, Samastipur, (Bihar) 848125 |

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PLACE: NEW DELHI ASHUTOSH KUMAR