**ASHUTOSH KUMAR**

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

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**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 Bengal  April 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**   |  | | --- | | **IIPM**  **BBA+MBA integrated**  KOLKATA, West Bengal  Graduated May 2014 | | SPECIALISATION- MARKETING |  |  | | --- | | **CAMPUS PUBLIC SCHOOL, CBSE BOARD**  **INTERMEDIATE (12th)**  PUSA SAMASTIPUR, BIHAR  Graduated May 2011 with 66%. | |  |  |  | | --- | | **CAMPUS PUBLIC SCHOOL, CBSE BOARD**  **MATRICULATION (10th)**  PUSA SAMASTIPUR, BIHAR  Graduated 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 Kumar  Father Name: Daya Chaudhary  Date of Birth: 22 November 1994  Marital Status: Single  Nationality: Indian  Language: Hindi, English  Hobbies: Listening music.  Permanent Address: Old C1-47, R.A.U, Pusa, Samastipur, (Bihar) 848125 | |

PLACE: NEW DELHI ASHUTOSH KUMAR