



## SUMMARY

As a Senior Manager Sales and Marketing with over 15 years of extensive experience in establishing and growing brands through strategic sales and marketing initiatives. Proven track record of driving revenue growth, enhancing brand visibility and leading high-performing teams. Expertise in market analysis, campaign development, client relationship management, corporate & retail sales and digital marketing. Adept at creating and executing comprehensive sales and marketing plans that align with overall business goals. Demonstrated ability to innovate and adapt in dynamic markets, ensuring sustained brand success and competitive advantage.

## EDUCATION

### Hamadia College Bhopal

Bachelor's Degree in Art

### E-MBA

Advertising & Marketing

## SKILLS

- **Strategic Planning**
- **Sales Management**
- **Marketing Management**
- **Social Media Management**
- **Collaboration and Leadership**
- **Budget Management**
- **Reporting and Analysis**
- **Brand development**
- **Campaign management**
- **Corporate Communications**
- **Client communication**
- **Influencers management**
- **Vendor management**
- **Social media marketing**
- **Partnership Development**
- **Project Planning**
- **Business Development**
- **Lead Generation**

## PROFESSIONAL EXPERIENCE

### Senior Manager Sales & Marketing

Bharat Lab Network (A Unit of Science House Medicals Pvt. Ltd.) | 2023 - Present

As a Senior Manager Sales and Marketing my responsibility is to develop and execute strategic sales and marketing plans to achieve company growth objectives. My role involves leading the sales and marketing teams, managing key client relationships and drive market penetration in the diagnostics sector. I have a proven track record in sales and marketing within the diagnostics industry, with strong leadership and strategic thinking abilities.

- Develop and implement comprehensive sales and marketing strategies to achieve revenue targets and market share growth.
- Conduct market research and analysis to identify opportunities, competitive landscape and customer needs.
- Develop and maintain strong relationships with corporate & retail clients, key clients, healthcare providers and industry stakeholders.
- Monitor sales performance, analyze sales data and adjust strategies as needed to meet targets.
- Identify new business opportunities and lead the development of proposals and presentations for potential clients.
- Oversee the marketing team to develop and execute effective marketing campaigns across various channels (digital, print, events, etc.).
- Ensure consistent brand messaging and positioning in all marketing materials and communications.
- Plan and execute industry events, trade shows, and conferences to promote the company's products and services.
- Foster a collaborative and innovative work environment within the sales and marketing teams.
- Develop and manage the sales and marketing budget, ensuring effective allocation of resources.
- Monitor expenses and ensure activities are within budget while maximizing ROI.
- Prepare regular reports on sales performance, market trends, and marketing campaign effectiveness.
- Use data-driven insights to make informed decisions and recommendations for continuous improvement.
- Develop and implement a comprehensive social media strategy to increase brand awareness and engagement.
- Manage all social media platforms, including content creation, scheduling, and monitoring.
- Analyze social media metrics to measure the effectiveness of campaigns and make data-driven decisions.
- Stay updated with the latest social media trends and best practices to ensure the company's social media presence is cutting-edge.

# SOFTWARE

- **Canva**
- **Photoshop**
- **Corel Draw**
- **Adobe Suite**

# HOBBIES

- **Learning New Software's**
- **Listening Music**
- **Traveling**

## Senior Manager Sales & Marketing

GlobeCom One Communications Pvt. Ltd. | 2016 - 2023

- Managed sales promotions and marketing strategies on major social media sites
- Outlined marketing strategies and developed collateral in close collaboration with product management personnel
- Implemented, executed and strategically expanded business channel partnerships and program initiatives
- Directed canvassing plans to facilitate consistent, high-quality appointments for sales representatives
- Managed Government Tenders
- Performed competitive analyses and adjusted sales and marketing strategies accordingly
- Analyzed sales and marketing data for improved strategies
- Developed sales strategy based on research of consumer buying trends and market conditions
- Achieved sales goals and service targets by cultivating and securing new customer relationships.

## Senior Executive Marketing

Vipra Entertainment Pvt. Ltd. | 2011 - 2016

- Leverage data insights from surveys, previous campaigns and market research to develop targeted marketing initiatives
- Utilize knowledge of online strategies such as search engine marketing, product listings and affiliate marketing to maximize campaign results
- Identify potential markets to capitalize on underserved areas
- Establish and manage overall business plan for B2B, B2C, Influencer & Social Media Platforms
- Creating company brand messaging, collateral materials, customer events, promotional strategies, and product commercialization
- Utilize market trends and target audience's statistics to effectively and appropriately market products
- Boost brand awareness and generated leads while managing internal and external marketing campaigns and programs
- Manage marketing budget and associated P&L to develop and execute marketing strategies, budgets and sales plans for business segments
- Develop and implement marketing strategies to use for launches, rebranding campaigns and promotions
- Use data analytics to track lead generation campaigns and improve quality.

## Marketing Executive

Pratisaad Communications Pvt. Ltd. | 2006 - 2011

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