

AVINASH SHARMA
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SNAPSHOT

A result-oriented professional with nearly **23 years'** experience in Education & Training, Profit Center Administration , Sales and Marketing & Sales Promotions.

*Presently associated with **Pt. RAVISHANKAR SHUKLA University, Raipur teaching **French Language and Tourism** since August,2017.***

Proficient in independently designing & implementing marketing & sales strategies. Proficient at analyzing market trends to provide critical inputs for business development initiatives and formulation of selling and marketing strategies. Expertise in utilizing the public information and personal network to develop marketing intelligence for generating leads. A keen planner and strategist with proven track records of consistently increasing the sales/ profitability of the company. Strong analytical, problem solving & organisational abilities with an eye for detail.

PROFICIENCY FORTE

Profit Centre

- ⇒ Identifying & developing new streams for long term revenue growth and maintaining relationships with customers to achieve repeat/ referral business.
- ⇒ Conducting competitor analysis by keeping abreast of market trends and competitor moves to achieve market share metrics.
- ⇒ Leading & motivating teams ensuring their career development & positive contribution to the company.

Business Development

- ⇒ Effectuating pre-planned sales strategies for accomplishment of performance milestones.
- ⇒ Utilising market information & personal network to develop marketing intelligence.
- ⇒ Evolving market segmentation & penetration strategies to achieve targets.
- ⇒ Conducting competitor analysis by keeping a breast of market trends to achieve market metrics.

Sales and Marketing

- ⇒ Developing marketing strategies to build consumer preference & drive volumes.
- ⇒ Evaluating marketing budgets periodically including manpower planning initiatives & ensure adherence to planned expenses.
- ⇒ Providing direction to execute promotions/ launches in sync with regional characteristics.

Client Relationship Management

- ⇒ Managing customer centric operations & ensuring customer satisfaction by achieving delivery & service quality norms. Maintaining cordial relations with customers to sustain the profitability of the business.
- ⇒ Building & maintaining healthy business relations with major clientele, ensuring maximum customer satisfaction by achieving delivery & quality norm.

Team Management

- ⇒ Leading, mentoring & monitoring the performance of the team to ensure efficiency in process operations & meeting of individual & group targets.
- ⇒ Creating & sustaining a dynamic environment that fosters development opportunities & motivates high performance amongst team members.
- ⇒ Co-ordinating for the identification of training needs of employees for upgrading their technical and soft skills.

EMPLOYMENT PROFILE

Teaching Experience :

1. **Worked as French Faculty with NH GOEL WORLD SCHOOL, RAIPUR from April 2015 to April 2017.**
2. **Earlier associated with Sri Sathya Sai Vidya Vihar, Indore as TGT (2010 - 2011), Prestige Institute of Management & Research, Indore and Softvision College, Indore (2009-2015).**

Corporate Experience :

Dec' 05-Mar 2010 at Galaxy Entertainment Corporation Ltd. (a Pantaloons Group Company) TreasureIsland, Indore as UNIT HEAD

The Role:

- ☞ Looking after administration, supervision and control of all functional departments e.g. Marketing, Games (Bowling Alley, Video Game Machines, Bumper Car etc.), Restaurant, Accounts.
- ☞ Liaising with Mall Officials, Govt. Departments, Security Agency, etc.
- ☞ Strategic Planning and developing system to ensure maximum guest satisfaction and profitability translating to organizational goals.
- ☞ Taking care of recruitment, training and development of team members.

The Attainments:

Successfully launched the first center of the chain of Family Recreation Center of the organization.

Feb'05-Nov'05 at ING Vysya Life Insurance Company Ltd., Indore as Sr. Sales Manager

The Role:

- ☞ Looking after the sales & distribution of traditional and market-linked life insurance products.
- ☞ Taking care of Recruitment, Training and Development of Advisors from diversified background.

The Attainments:

Sales Manager of the Month Award for 5 months.
Leader of the Best Performing Team in the Branch.

Jul'02-Jan'05 at Chaakshi Futuristic Technologies Pvt. Ltd., Indore as Marketing Manager

The Role:

- ☞ Marketing of various SMS & IVRS Applications, Value Added Services.
- ☞ Developing new products (Value Added Services) for telecom operators.

Jun'01-May'02 at IBM-ACE, Indore Centre as Manager-Relations

The Role:

- ☞ Accountable for students' placements. Providing career guidance to students. Soft skills training.
- ☞ Marketing various tailor-made programmes to corporate sector.

Jan'99-Apr'01 at Hotel Royal Court, Indore as Marketing Manager

The Role:

- ☞ Marketing of Hotel Accommodation, F & B Services and Conference facilities.
- ☞ Marketing of Club-Membership to individuals and corporate.
- ☞ Recruiting, training and managing the sales team.
- ☞ Guest Relations Management, organizing programme and events.
- ☞ Taking care of the overall administration of the hotel & club.

The Attainments:

Tripled the revenue generation and increased customer influx many times.

Nov'97-Dec'98 at Suman Motels Ltd., Mumbai as Deputy Manager (Marketing)

The Role:

- ☞ Marketing of:
 - Time-Share and other concept to individuals and corporate.
 - Investment Related Packages.
- ☞ Supervising and motivating the sales force team.

The Attainments:

- ☞ Successfully implemented tele-marketing concept.

Commenced career with Indian Tourism Development Corporation Ltd. (Duty Free Shop Division) at IG International Airport, New Delhi as Sales Executive from Apr'96-May'97

ACADEMIA

- ⇒ **Master of Business Administration (Marketing & Tourism)** from Jiwaji University, Gwalior in 1995.

CERTIFICATIONS

- ⇒ Certificate in French from Jiwaji University, Gwalior in 1994. Distinction: University Topper
- ⇒ Certificate in French from Alliance Francaise de Delhi in 1996.
- ⇒ AMFI-Mutual Fund (Distributors) Test, a module of National Stock Exchange's Certification in Financial Market (NCFM) in 2001
- ⇒ IRDA License to Insurance Advisor in 2002.

EXTRA CURRICULAR ACTIVITIES

- ⇒ National Cadet Corps 'C' Certificate with CSM rank in 1989.
- ⇒ Winner of various Zonal & National Inter-University Quiz Contests organised at Goa, Indore, Trivandrum, Jabalpur and Gulbarga during year 1994 & 1995.
- ⇒ Participated in Winter Adventure Sports Camp, organised by Haryana Tourism in Damdama in 1993.
- ⇒ Participated in River Rafting Expedition near Rishikesh, organised by Mercury Himalayan Explorations Ltd., New Delhi in 1995.
- ⇒ Class Representative in Students Union of Jiwaji University, Gwalior in 1993.

PERSONAL DETAILS

Date of Birth : 19th October, 1970
Languages Known : English, Hindi, **French.**

Avinash Sharma