

Mohit Kumar

Area Sales Manager
Experience: 7 Years

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INDIA

Dynamic marketing professional with 7 years of experience in B2B and B2C strategies, specializing in lead generation, sales strategy and ROI-driven marketing. Proven track record of developing and executing campaigns to improve brand visibility and customer loyalty. Entrepreneurial experience running a personal shop with end-to-end responsibility for operations, finance and customer relations. Skilled in market analysis, client relationship management, architect networking, CRM tools and cross-functional collaboration to deliver measurable business outcomes.

Strategic Sales & Key Acco

Zoho CRM

CRM

Business Development

Architect Networking

Strategic Sales & Key Account Management

Data Analytics & Sales Forecasting

Area Sales Management

B2B Sales

Marketing

Lead Generation

Computer Skills

Basic Computer & Office Skills

Client Relationship Management

Negotiation

CERTIFICATION

- one year computer certificate, English speaking certificate, cricket certificate

WORK EXPERIENCE

Company: **Shiv Shakti Cement Traders**
Location: **Panipat, Haryana**
Designation: **Sales Executive**

Roles & Responsibilities:

- Handled sales of cement products through local dealers and retailers.
- Visited builders, contractors, and construction sites to generate new orders.
- Developed new customers and maintained long-term relationships with existing clients.
- Achieved monthly sales targets in the assigned territory.
- Coordinated order booking, billing, and timely product delivery.
- Followed up on payments and maintained customer records.
- Conducted market surveys and tracked competitor activities.
- Prepared daily sales reports and submitted them to the Sales Manager.

Area Sales Manager-Malani Marbles

May 2025 - Present

- Led B2B and B2C marketing initiatives to drive sales growth and brand visibility in the region.
- Cultivated relationships with architects and key clients through effective meeting planning and presentations.
- Designed and executed lead generation strategies, resulting in a significant increase in distributor partnerships.
- Collaborated with a team of sales professionals to achieve and exceed sales targets consistently.
- Employed problem-solving skills to address client concerns and ensure high levels of customer satisfaction.

Marketing Executive-A-class Marble

Apr 2022 - May 2025

- Developed and executed innovative marketing strategies to enhance brand visibility and product awareness.

- Cultivated and maintained strong relationships with clients to drive sales and customer loyalty.
- Analyzed market trends and consumer behavior to inform strategic planning and decision-making.
- Collaborated with cross-functional teams to ensure alignment in marketing initiatives and project execution.
- Monitored and evaluated the effectiveness of marketing campaigns, making data-driven adjustments as necessary.

Marketing Executive-Trident company

Mar 2019 - Mar 2022

- Executed end-to-end marketing campaigns focused on market analysis and brand positioning.
- Collaborated across functions to align marketing activities with business targets.

Pilot Sales Man-Maruti Suzuki Arena

Oct 2019 - Feb 2021

- Delivered exceptional customer service by effectively communicating with clients to understand their needs and preferences in vehicle selection.
- Executed sales strategies that contributed to achieving and exceeding monthly sales targets.
- Demonstrated strong negotiation skills, fostering customer relationships that resulted in repeat business and referrals.
- Analyzed market trends and competitive offerings to effectively position products and enhance sales performance.

PROJECTS

jaavi Homes Panipat306 Days

- Sold 70000 SQU.ft of marble for the project, contributing significantly to revenue.

EDUCATION

B.A - Bachelor of Arts Business Economics Maharishi Dayanand University (MDU), Rohtak Marks - 55%	2013
12th Haryana, Hindi Marks - 65%	2009
10th Haryana, Hindi	

EXTRA-CURRICULAR ACTIVITIES

Local Sports

Active participation in cricket activities; holds a cricket certificate.

ACHIEVEMENTS

Sales Achievement

Sold 70000 SQU.ft marble for jaavi Homes Panipat project.

ADDITIONAL INFORMATION

Hobbies: Cricket, Chess, Site Visits

Languages: Hindi, English