

CURRICULUM VITAE

SUNIL RATHOD

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Seeking middle level assignments in Business Development and Sales & Marketing with an Organization of repute.

PROFESSIONAL SYNOPSIS

- ⇒ To work successfully in the most challenging position in marketing with an organization that provides better opportunities to learn and to prove my skills in the organizational success.
 - ⇒ Exposure in devising sales & marketing activities for products and accelerating the business growth.
 - ⇒ Expertise in managing branch sales operations with key focus on top line profitability through sales of products and services.
 - ⇒ Well versed in cementing healthy relationship with key accounts for generating business and leading workforce towards accomplishing business and corporate goals.
 - ⇒ An effective communicator with excellent relationship building & interpersonal skills. Strong analytical, Problem solving & organization abilities. Possess a flexible & detail oriented attitude.
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CORE COMPETENCIES

STRATEGIC PLANNING/BUSINESS DEVELOPMENT

- ⇒ Analyzing business potential and implementing plans to drive sales, supplementing turnover and achieving desired targets.
- ⇒ Monitoring competitor activities and devising effective counter measures.
- ⇒ Conducting competitor analysis by keeping abreast of market trends & achieving market share metrics.
- ⇒ Handling product presentations & promotional activities for market development & brand visibility.
- ⇒ Developing marketing strategies to build consumer preference and driving volumes.
- ⇒ Providing direction to execute promotions/ launches in sync with regional characteristics.
- ⇒ Building brand focus in conjunction with operational requirements.
- ⇒ Ensuring maximum brand visibility and capturing optimum market shares.
- ⇒ Driving and leading the team to achieve targets and goal sheets given by the company.

SALES & MARKETING

- ⇒ Managing the marketing operations for promoting various insurance products and accountable for increasing sales growth.
- ⇒ Mapping the sales plan, delegating individual targets and driving marketing initiatives & coordinating with the sales to achieve goals.
- ⇒ Initiating and developing relationships with target organizations for business development.
- ⇒ Identifying prospective clients and generating business from the existing clientele to achieve targets.
- ⇒ Understanding the financial as well as investment needs and objectives of HNI customers.

CLIENT RELATIONSHIP MANAGEMENT

- ⇒ Interfacing with clients for understanding their requirements & suggesting the most viable solutions, products and cultivating relations with the customer retention & securing repeat business.
- ⇒ Developing relationships with the customers in target markets for business development.
- ⇒ Financially strong and reliable dealers resulting in deeper market penetration and reach.
- ⇒ Monitoring dealer sales & marketing activities; implementing effective strategies to maximize sales and accomplishment of revenue and collection targets.
- ⇒ Managing change and driving new initiative at dealer network in line with strategic plan set.

TEAM MANAGEMENT

- ⇒ Monitoring, recruiting, training & motivating the manpower & ensuring quality services in the market.
- ⇒ Creating and sustaining a dynamic environment that fosters development opportunities and motivates high performance amongst team members.
- ⇒ Initiating competitions & recreational activities with team members.
- ⇒ Leading, monitoring the performance of the team to ensure efficiency in process operations.

STRENGTHS

- ⇒ Self Confidence.
- ⇒ Positive Attitude.
- ⇒ Hardworking.

QUALIFICATIONS

- ⇒ **B.Sc. Agriculture** from Yashwantrao Chavan Maharashtra Open University Nashik MH 2019 with 66.38%
- ⇒ **Agriculture Diploma** from Vasantrya Naik Marathwada Agricultural University Parbhani. Maharashtra in 2012 with 70.08%

WORK EXPERIENCE

- ⇒ 13-Aug-22 to Still Date **Ajeet Seeds Pvt Ltd.** Vegetable Division as a **Asst. Regional Manager** Hq.Ahilyanagar covering are A.Nagar,Pune,Satara,Sangli, Solapur,Kolhapur,Thane,Raigad,Ratnagiri.
- ⇒ **39th Month** (10-May-19 to 11-Aug-2022) Work experience **Rallis India Ltd. Seeds Department Vegetable** Division as a **Territory Sales Manager** work at.Western Maharashtra.(Pune, A.Nagar, Satara, Sangli, Kolhapur, Solapur)
- ⇒ **29th Month** 01-Aug-16 to 30-April-19 work experience in **Bayer Seeds Pvt. Ltd. (Nunhems India Pvt. Ltd.)** As a **TFA** work at Mangaon Dist. Raigad.MH.
- ⇒ **27th Month** (21-April-14 to 24-July-16) work experience in E.I. DuPont Pvt. Ltd. as a **Marketing Development Officer** work at Otur Tq. Junnar Dist. Pune MH.

PERSONAL DETAILS

- ⇒ Date of Birth : 05 June 1994
- ⇒ Father's Name : Sanjay Rathod
- ⇒ Nationality : Indian
- ⇒ Marital Status : Married
- ⇒ Language Known : English, Hindi, Marathi
- ⇒ Address : At- Chikhali Post:-Dahifal (K) Tal:-Mantha
Dist:-Jalna-431504 MH
- ⇒ Hobbies : Playing Cricket, Communication with different
People, travelling.

PERSONAL QUALITIES

- ⇒ Possess Leadership & Managerial skills. Ability to work well under pressure & thrive on challenging works.
- ⇒ Good eye for detail, well organized, skilled in setting priorities. Strong interpersonal, verbal & written communication skills in English.
- ⇒ Excellent co-ordination & communication skills. Maintain a positive & healthy environment around me.

DATE:-

PLACE:-

SUNIL RATHOD