

CURRICULUM- VITAE

DEEPAK KUMAR PANDEY

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Career Objective: To persuade a challenging career in the field of marketing.

Professional Qualification : Two year full time **Master in Business Administration** from **U.P. Technical University Lucknow**, Year 2004.

Area of Specialization : **Major: Marketing** **Minor: IT**

Educational Qualification :

Graduation (2002)	Bundelkhand University Jhansi
Intermediate (1999)	U.P. Board
High School (1997)	U.P. Board

Strengths : Good Communication skill
Leadership Qualities
Adaptable to Situation

Work Experience

(1) Worked As a ASM in **SHALIMAR PAINTS Ltd.** at Varanasi. 08 March 2016 to Till Date

Job Responsibility

- Maintaining and increasing sales of our company products
- Reaching the targets and goals set for our area
- Establishing, maintaining and expanding our customer base
- Servicing the needs of our existing customers
- Increasing business opportunities through various routes to market
- Setting sales targets for individual reps and our team as a whole
- Allocating areas to **sales representatives**
- Developing sales strategies and setting targets
- Monitoring our team's performance and motivating them to reach targets

- Compiling and analysing sales figures
- Possibly dealing with some major customer accounts ourself
- Collecting customer feedback and market research
- Reporting to **senior managers**
- Keeping up to date with products and competitors

2) Worked As a Senior sales officer in SHALIMAR PAINTS Ltd. at Varanasi. 22 March 2010 to 31 March 2015

Job Description

- Direct interacting with dealers.
- Achieving Primary and Secondary Sales Targets.
- Product wise monthly sale planning.
- Direct participation in project works.
- Doing promotional activities (Dealer Painter Meet)
- And many more.

- 3) Company _ Radhika Casting Pvt. Ltd.
Location - Varanasi
Duration- 10 June 2008 to 21 March 2010
Designation – Area Sales Manager
- 4) Company –Anand Coating
Location –Varanasi
Duration –15 June 2007 date to 09 June 2008
Designation –Sales Officer
- 5) Company – Berger Paints (I) Ltd- Rajdoot Division, in Varanasi
Location - Varanasi
Duration – 18 July, 2006 to 14 June 2007
Designation – Sales Representative
- 6) Company - IFB Industries Ltd, in Varanasi
Location - Varanasi
Duration - 1, Nov., 2004 to 17 July 2006
Designation - C.S.R.

Summer Training: Done at Kalory Food Pvt. Ltd., Lucknow. I have made a project Report on study of market share of Kalory Bread in Lucknow and Nearby regions.

Recommendation : The study revealed that the company was lacking in quality and timely delivery of their products as a result of which was their sale was affected in the market. Thus it was suggested that the company should start some scheme to attract the customer and shopkeepers. For their Quality should be improved by inducing some more softness in the bread and hawkers should be forced to come at the proper time in the depot to ensure the timely delivery of the product.

Interests and Activities: Reading News Paper, Watching Movies, Playing cricket and seeing new places.

Personal Information:

Marital Status	:	Married
Nationality	:	Indian
Parents, Father	:	Sri S. L. Pandey (J.E.) U.P. Irrigation Department Lucknow
Mother	:	Mrs. 'Asha Pandey(House Wife)
Date of Birth	:	09 Aug, 1981
Permanent Address	:	H. No. SA 17/3-C-5K, Anandpuri Colony, Paharia Varanasi (U.P.
Mobile No.	:	9918002796

Date:

Place: (Deepak Kumar Pandey)