Y.Sai Kalyan ,

S/o Y.V..R.Murthy,

MIG-2/40,Sect-6,MVP Colony, MobileNo:9618710128

Visakhapatnam. Email:kalyansai2020@gmail.com

**Career Objective:**

I would like to offer my abilities, knowledge and experience and want to become an asset for the organization. My main aim is to reach on the top position within a short period of time in my life.

**Executive Summary:**

Having Masters Degree with 4.9 plus years of work experience in:

GTM Activities Market Research & Analysis ATL & BTL

Focused Group Discussions Whatsapp creative’s Launch Activities

Sales and distribution strategies Exhibitions CPM Activities

* Hands–on-Experience in charting out Marketing Strategies and contributing towards enhancing business volumes & growth and Profitable growth.
* Skilled in Handling competitor and market analysis, new product roll-out and targeted marketing.
* Expertise in managing development & implementation of promotion plans and handling communication for the brand including all above the line and below the line activities.

**Areas of Expertise**

* Managing Marketing functions like Roadmaps, Business Development as well as handling the Pre Analysis and Post Analysis of Showroom / product launches.
* Organizing FGD’S regarding products & Brand awareness with customers and making them Step into the stores. (FOCUS GROUP DISCUSSIONS).
* Effectively worked on the Market Research from point of identifying the location to implementing the strategies with respect to the specified locations & Presenting effective Area Mapping
* Developing marketing strategies to understand consumer perceptions so that to plan & Execute strategies that makes customers to step in.
* Conducting competitor analysis by keeping abreast of trends and competitor moves to achieve market share metrics.
* Preparing Reports using MS Office (Excel,Presentations)
* Product Marketing & Brand Awareness stratagies

**Project done:**

H.R project on **“Performance Appraisal**” in HCCBPL beverages pvt ltd. Hyderabad for 2 months and suggested some changes on 360 degrees appraisal.

**Work Experience:**

Company Name : Vaibhav jewellers

Position: Assistant Manager –Visakhapatnam and Srikakulam

Specialization : Marketing , Sales and Distribution

Industry : Gems stones and Gold

Worked as Assistant Manager in Vaibhav Jewellers based at Visakhapatnam from **May2016 to Dec24 2020.**

Currently working in **Bisleri international Pvt ltd ( Hyderabad)** from Feb 11th 2021.

**Job Responsibilities:**

* Responsible for achieving Daily and Monthly sales targets.
* Oversee the daily operations of sales promoter’s that are assigned to my geographical area.
* Developing effective sales strategies.
* Conducting Feasibility studies regarding new store launch.
* Need to create brand awareness.
* Helping the team through training and development to increase the sales.
* Conduct surveys to better understand customer needs.
* Planning & Executing Exhibitions.
* Take care of stock availability and maintain the good relationship with distributors
* I use to analyze the sales and marketing data to determine the effective sales.

**Achievements**

* Contributed as a Team Player under the Employee Development process of ‘Talent Management System’ in Manoj Vaibhav, in which a project has been assigned on ‘MARKET SURVEY - NEW STORE LAUNCH’ and stood **1st** among various Teams in July, 2017.
* As a core team member successfully organized and handled an Event of **Largest Sales session at a Single venue** (Officially **Guinness World Record**) on March 12th 2018.
* Augmented the Focused Grouped Discussions for the assigned regions in a highly competitive market.
* I have been awarded **Best Employee of the Year -2018 (Marketing).**

**Academic details**

* **Master of Business Administration** with specialization in **Retail** **Marketing and HR ,** March **2016 with 7.05 CGPA.**
* **BTECH** with the stream (**Computer Science**) at **ANITS** affiliated to Andhra University,

2014 with 60 % of marks.

**COMPUTER SKILLS :**

* Well versed with Microsoft Office Applications, Internet Applications, Social Networking other Professional Sites.

**Others**

* Core Member for the **FEST** **ASTHRA-2015** held atGayatri Vidhya Parishad.

**Personal Details :**

* Fathers Name : YVR Murthy
* Mothers Name : Y Padmalatha
* Nationality : Indian
* Language Proficiency : English , Telugu
* Hobbies : Cricket, Music, Exploring new places
* Marital Status : Unmarried
* Dob : 09/05/1992
* Qualification : MBA(Marketing & HR)
* Address : Y.Sai Kalyan, Mig-ii/40,Sector6,MvpColony,Vizag

**(Y.Sai Kalyan)**