**N.V.Bala Pavan**

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**CAREER OVERVIEW**

Over 6+years of strong experience in Sales and Marketing, which includes Fmcg, Tyres and Pharma Equipment industry. Multi-skilled with the ability to plan & manage territory whilst and maintaining & developing existing and new customers through various sales & Marketing methods and consistent high customer service.

Possessing a good team spirit, deadline orientated and having the ability to succeed in a demanding work environment

**EXPERIENCE SUMMARY**

* Currently working with **PHARMAPACK TECHNOLOGIES CORPORATION** as a Marketing Executive form June 2017 to till date.
* Worked for **NAVA MOHAN ENTERPRISES,** Vijayawada as a Business Development Officer form August 2011 to January 2015.
* Previously worked for **MRF TYRES LTD,** Vijayawada as a Territory Sales In charge from July 2010 to February 2011.
* Worked for **PARLE PRODUCTS PVT LTD,** Hyderabad as a Sales Officer from January 2009 to March 2010.

**EDUCATIONAL QUALIFICATION:**

* **M.B.A (Marketing)** from JNTU, Hyderabad in 2008.
* **B.COM (Computers)** from ANDHRA UNIVERSITY IN 2006.

**Experience:**

* **ROLE:** As Marketing Executive in **PHARMAPACK TECHNOLOGIES CORPORATION**
* **DURATION:** from June 2017 to till date.

**Key Responsibilities:**

* End to end Handling of National and International Pharma exhibition in large scale
* Planning & implementing marketing activities across all online & offline channels.
* Generating sales leads from different sources like exhibitions and E-mail campaigns etc.
* Managing customer relationships.
* Logging and progressing all new leads / potential sales enquiries.
* Assisting with campaign building, press releasing & promotional copy production.
* Involved in the online, web and email marketing campaigns.
* Analyze and produce reports on data provided by customers.
* E-Campaign tracking, measurement, evaluation and reporting on all activity.
* Coordinating company representation at relevant conferences and exhibitions.
* Monitoring and optimizing key internet search engine campaigns.
* Liaising with strategic partners, internal stakeholders and key customers.

**Experience:**

* **ROLE:** As Sales Development Officer in **NAVA MOHAN ENTERPRISES**
* **DURATION:** from August-2011 to January-2015.

**Key Responsibilities**

* Handling 5 members of sales & collection team and Planning monthly targets
* Regular visits to customers, market meetings, and suggesting products according to their requirement
* Time to time MIS reports to Management
* Conducting monthly, fortnight and weekly meetings with sales team to monitor sales and collections
* Stocks and billing verification in depot, follow-up on payments from customers
* Identifying new markets, taking orders from existing customers
* Generating institutional sales by giving quotations to government hospitals etc.

**Experience:**

* **ROLE:** As Territory Sales in-charge in **MRF TYRES LIMITED.**
* **DURATION:** from Jully-2010 to February-2011.

**Key Responsibilities:**

* Interaction with customer & dealers on regular basis to promote the products of the company
* Responsible for handling business in the territory of west and East Godavari Districts
* Attending monthly meetings with DM and planning the Sales targets of dealers
* Handling the total range of products such as TRUCK, LCV, CAR, AUTO, TRACTOR, and MOTOR CYCLE
* Appoint new dealer in potential and un-represented areas
* Conducting product promotional meets with customers in different areas
* Addressing all complaints and quires of dealers and customers

**Experience:**

* **ROLE:** As a Sales Officer in **PARLE PRODUCTS PVT LTD, HYDERABAD**
* **DURATION:** From January-2009 To March-2010

**Key Responsibilities:**

* As a sales officer, covered partly Hyderabad Region and six towns of Nizamabad & karimnagar.
* Regular visits of retail markets and van markets as per itinerary and generating secondary and getting primaries from distributors
* Closely monitoring and implementing company schemes in the market
* Maintaining proper stock as per company norms in the distribution points
* Attending monthly meetings with ASM and planning Sales targets of distributors
* Conducting audit for service given by distributor and solving issues with retailers