

RITESH KUMAR CHOUBEY



Tel: 9899383999 E-Mail: rchoubey84@gmail.com

Dedicated manager with extensive sales experience. Developed leadership and communication skills throughout a 12-years career. Prioritize building relationships with clients and successfully encourage all sales team members to take this approach. Ready to utilize analysis capabilities to improve efficiency and profits, as well as identify areas that can be improved. Organized and capable of managing multiple accounts simultaneously.

PROFESSIONAL SUMMARY

- MBA graduate in marketing in april 2009.
- Working with **Senco Gold Ltd** from November 2021 till date.
- Worked with **Bluestone jewellery and lifestyle pvt ltd** from 15th october 2015 till October 2021.
- worked with **Caratlane.com(the online jewellery brand)** from 3rd dec 2013 to 12th october 2015.
- Prior Experience with Titan industries ltd.(**tanishq jewellery**) as retail sales officer from 2nd aug 2010 to 30th nov 2013.
- Successfully completed **Diamond Foundation Course conducted by De Beers Group**
- Expertise in sales and marketing with strong quantitative and conceptual abilities.
- Awarded with certificate of achievement for successfully completion of **The Fundamentals Of Digital Marketing**.

EMPLOYMENT HISTORY

. Working with Senco Gold Ltd from November 2021 till date as store manager. One of the leading jewellery store for gold diamond and platinum jewellery.

Roles and responsibilities

1. Direct sales floor activities ensuring excellence in customer service and resolving store level problems
2. Establish sales goals, manage budgets, and devise sales forecasts, consistently maximizing sales and profits
3. Oversee personnel management interviewing hiring training mentoring/coaching and evaluating
4. Manage merchandise selection window displays and stocking working directly with vendors.
5. Work with corporate management developing local marketing and advertising strategies
6. Maintained price accuracy of goods and ensured adequate stock levels.

- **Worked with Bluestone jewellery and lifestyle pvt ltd from 15th October 2015 till November 2021 as Store manager. Established in 2011, BlueStone is India's one of the favourite online jewellery destination that showcases high quality fine jewellery with strikingly exquisite designs.**

Roles and responsibilities

1. Direct sales floor activities ensuring excellence in customer service and resolving store level problems
2. Establish sales goals, manage budgets, and devise sales forecasts, consistently maximizing sales and profits
3. Oversee personnel management interviewing hiring training mentoring/coaching and evaluating
4. Manage merchandise selection window displays and stocking working directly with vendors
5. Work with corporate management developing local marketing and advertising strategies
6. Maintained price accuracy of goods and ensured adequate stock levels.

- **worked with Caratlane.com(the online jewellery brand) from 3rd dec 2013 to 12th october 2015 as Area sales officer. CaratLane.com is one of India's leading e-commerce company and one of the most visible online brands since its inception in October 2008.**

Roles and responsibilities

1. Managing client relationships to build a reputation for excellent service and generate repeat business.

2. Establishing, maintaining and expanding customer base through events, references and other marketing activities.
3. Responsible for BTL activation and finding new avenue for building brand equity.
4. Analysing and reviewing the market response/requirements and communicating the same to marketing team.
5. Developing sales strategies and setting target.
6. Motivate team members and junior staff to exceptional performance.

- **Prior Experience with Titan industries ltd.(tanishq jewellery) as retail sales officer from 2nd aug 2010 to 30th Nov 2013.**
Tanishq is a prominent jewellery brand of India. It pioneered the concept of branded jewellery and ornaments in India. It is a division of Titan Industries,^{[1][2]} a company promoted by the Tata Group in collaboration with the Tamil Nadu Industrial Development Corporation (TIDCO).

Roles and responsibilities-

- 1) Understand and fulfil walkin customer's requirements.
- 2) Field promotion and marketing of tanishq brands and schemes
- 3) Regular contact & follow up with existing & new customers.
- 4) Promoting schemes to new as well as existing customers.
- 5) Maintaining stock levels.
- 6) Following lean retailing process and kanban follow-up..

Jun 2006- May 2007

Rax Health Care Pvt Ltd

Medical representative

Roles & Responsibilities-

- 1) Meet doctors on regular basis
- 2) Promote companies product to doctors and medical stores
- 3) Negotiate with doctor to promote companies product
- 4) Look after proper supply of products to the clients and generate business

ACADEMIC BACKGROUND

	University/ Institute	%/ CGPA	Major Subjects
MBA in marketing	ICFAI business school gurgaon.	5.6 CGPA	Marketing
Bachelor Of Business administration Year of passing 2006	Meerut University	69%	Business administration
Class XII Year of passing-2002	C.B.S.E.	63%	Science
Class X Year of passing 2000	C.B.S.E	65%	All Subjects

PERSONAL DETAILS

Date of Birth - 6 june, 1984

Gender - Male

Address - 249C Regent,

Shipra sun city, vaibhav khand
Indirapuram, UP 201010

Languages known - English, Hindi