



Vamsi Krishna Sanapala

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+91 9491955971

ACADEMIC QUALIFICATIONS

MBA	Institute of Management, Nirma University, Ahmedabad (2017-19) CGPA: 2.392/4.333	Major: <i>Marketing</i> Minor: <i>Operations</i>
B. Tech	Miracle Educational Society Group of Institutions, Andhra Pradesh (2015) Percentage : 59.29%	<i>Computer Science</i>
XII	Sri Chaitanya Junior College, Vijayawada, Andhra Pradesh (2011) Percentage : 81.40%	
X	Sri Krishnaveni Residential Talent School, Vijayawada, Andhra Pradesh (2009) Percentage : 86.16%	

WORK EXPERIENCE

Heidelberg Cement India Limited (HCIL)	Deputy Manager – Marketing & Sales July'20 – October'20 <ul style="list-style-type: none">Promoted as Deputy Manager, and responsible for Institutional & Key Account business of the organization, in the Bhopal Territory (Comprising of Bhopal, Vidisha, Raisen, Sehore, Hoshangabad, Rajgarh and Shajapur districts)
	Management Trainee – Marketing & Sales July'19 – June'20 Institutional & Key Accounts Management in Bhopal Territory as Management Trainee (Jan'20 – Oct'20) <ul style="list-style-type: none">Responsible for Institutional business in Bhopal, Hoshangabad, Rajgarh and Shajapur districtsHandling Key Accounts(Real Estate firms & Contractors of Government Projects) of the company in the above mentioned areasResponsible to Procure volumes, pricing and distribution of material at required destinations of the key accountsHave added 10 new accounts to the business resulting of business volume of 12000 MT due to these accounts
	Project Title: Conversion of Retailers to Authorized Retail Stations(ARS) under Moradabad Warehouse as Management Trainee (Aug'19 to Dec'19) <ul style="list-style-type: none">Have converted 11 retailers to ARS located in Moradabad, Rampur, JP Nagar districts of Moradabad Warehouse out of 37retailers, which resulted in increase of volume of 1200 MTHave been proactively involved in trade business in Moradabad, by managing 3 Sales Representatives and managing SAP operations of respective warehouse
	Product Knowledge and Training (Jul'19 to Jul'19) <ul style="list-style-type: none">Undergone functional training to better understand the existing marketing channelsTrained in the internal processes and procedures pertaining to MarketingProficient in the Company's products and their characteristics

PROJECT/INTERNSHIP

Summer Internship	Sales and Marketing Intern, AMUL(GCMMF) April'18 – June'18 Project Title: 'Increase market penetration for Amul products using order and sales data available with distributor' <ul style="list-style-type: none">Responsible for increase in sales of Amul products in retail stores under the distributorResponsible for increase in total product sale of Amul and to reduce dead outlets Project Title: 'Increase footfall and awareness of Café Amul, Ahmedabad' <ul style="list-style-type: none">Increased sales and footfall in Café Amul, Sola area, through promotional activities
Graduation Project	Exam Fee Management System <ul style="list-style-type: none">Developed Web Application which enhances the traditional procedures, using PHP programming and JAVA as backendSimplified the processes like fee payments, receipt generation, due lists of the students from different departments.Introduced system of message reminders to the students through website application.



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EXTRA CURRICULAR ACTIVITIES

Elected Role	<ul style="list-style-type: none">▪ Student Coordinator of Clique-IT club of IMNU. Responsible for organizing Information Technology related workshops and events
Event Management	<ul style="list-style-type: none">▪ Member of the organizing committee responsible for conducting a Symposium on Cloud Computing conducted in our graduation▪ Member of the organizing committee of Intra College fest “Prathiharya”

AWARDS & ACHIEVEMENTS

	<ul style="list-style-type: none">▪ Achieved certificate in Digital Marketing by Digital Nest, Hyderabad▪ Achieved certificate in R Analytics from KPMG in Marketing
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