

BIBEK SHARMA

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RESUME SUMMARY

Marketing enthusiast with a passion for creativity and strong communication skills, seeking to leverage academic knowledge, skills and prior experience to drive innovative marketing campaigns and achieve business goals.

EDUCATIONAL QUALIFICATIONS

Qualification	School/College	Board/University	Year	% / CGPA
MBA	KIIT School of Management, Bhubaneswar	KIIT Deemed University	2024	72%
BBA	Ravenshaw University	Ravenshaw University	2021	70%
Std. XII	Delhi Public School, Rourkela	CBSE	2018	68%
Std. X	St. John Marry Vianney School, Sundergarh	ICSE	2016	64%

WORK EXPERIENCE

Birla Opus, Aditya Birla Capital

May'2024 onwards

Position: Territory Sales Manager

- Spearheaded **primary and secondary sales operations**, driving consistent growth and ensuring optimal product availability across all channels.
- Conducted strategic **contractor meetings** to build relationships, generate demand, and promote product awareness, leading to a notable increase in order volumes.
- Successfully led **payment collections**, reducing outstanding dues by effective follow-ups and negotiation strategies.
- Executed **new dealer onboarding**, expanding the distributing network, and strengthening market presence.
- Collaborated with cross-functional teams to streamline sales processes, enhance customer engagement.

Bajaj FinServ

May'2023 – July'2023

Marketing Research Intern

- Conducted comprehensive customer surveys using questionnaires to gauge customer preferences, needs, and feedback in the microfinance domain.
- Collaborated with loan officers at the field level to gain insights into customer demands and expectations.
- Facilitated focused group discussions with loan officers and branch managers to identify challenges and opportunities in the microfinance sector.
- Compiled and analyzed data from surveys and discussions to prepare detailed reports on customer insights and loan officer allocation strategies in microfinance.
- Utilized acquired information to propose recommendations for improving customer satisfaction and optimizing loan officer distribution.

LIVE PROJECTS / ACADEMIC PROJECTS

(DIGITAL MARKETING vs TRADITIONAL MARKETING)

- Identified a growing inclination towards digital marketing among the surveyed audience, especially among the younger demographic.
- Uncovered factors such as convenience, personalization, and accessibility as key drivers of the preference for digital marketing.
- Noted that traditional marketing still holds relevance among certain demographics, particularly in specific localities or age groups.

TRAININGS & CERTIFICATIONS

- Certified Course in entrepreneurship from my captain in August 2019.

INTERESTS & ACTIVITIES

- Member of organizing committee in the HR conclave in the year 2022.
- Member of Marketing Society Kraya and Kuber of the KIIT University.
- Member of the entrepreneurship club of KSOM.
- Played cricket at Ravenshaw University where I was the top scorer and captain in the year 2018.
- Awarded 2nd prize in singing in an inter-school talent show competition in 2017.
- Selected in under-14 and under-16 state cricket in Odisha in 2015
- Hobbies: Photography, Running, Exercising.

ADDITIONAL SKILLS

Additional Skills	MS Excel, MS Word, MS PowerPoint, SPSS.
Languages	English, Hindi, Bengali, Odia