

Ravi Teja Akula

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CAREER OBJECTIVE

To obtain a significant and challenging position wherein I will learn and excel myself to contribute my entire potentials in the particular job that provides me a scope for growth in career.

EDUCATIONAL QUALIFICATION

Degrees Awarded	College/School (University/Board)	Year of Passing	Stream/ Branch	Percentage/ CGPA
MBA	NITTE School of Management, AICTE approved	2016	Marketing & Operations	60
Degree	MRR College of Pharmacy, JNTU Kakinada	2014	B.Pharmacy	59.89
XII	DKNP Jr college, Board of Intermediate	2009	MPC	52.6
X	ZPH School, SSC Board	2007	SSC	56.5
Certifications				
Six Sigma Yellow Belt	MSME, Govt., of India	2015		

SKILLS & ABILITIES

- Vendor co ordination
- Budget Controlling & Market trend identification
- Communication & Willing to explore and learn new things
- Retention Management
- Corporate Relation Management
- Organizing Events
- Self-motivated & dedicated to work
- Fast learning & implementation
- Multi-tasking & Co ordinating with different departments
- Team Leading
- Recruiting Team Members
- Ability to prioritize & crisis management.
- Assessing the need of customers & Vendor Management

TECHNICAL QUOTIENT

- Sales Force
- Advanced Excel
- Microsoft Office
- MS Outlook & MS Teams

PROJECTS

- RP-HPLC method for simultaneous estimation of Mitrazapine.
- An organization study at Mylan Laboratories, Bangalore.

ACHIEVEMENTS

- Participated in Pharmapursuit-2KXII, QIS college of Pharmacy.
- Trained by SK Parental Pvt. Ltd, Tanuku in manufacturing of injectable of ear & eye drops.

CO-CURRICULAR AND EXTRA-CURRICULAR ACTIVITIES

- Participated in special camping program of Vishnu Dental College, Bhimavaram.
- Visited FKCCI Green Summit.
- Participated in Swachh Barath event by Rotaract club.
- Rotractor (RI dist 3190), Nitte School of Management.

WORK EXPERIENCE

Worked in United Breweries as a Territory Sales Executive (25th Apr'16 to 8th Nov'17)

Started career with UB group and worked for about one and half year, handled central Bangalore and North Bangalore. I had worked with departments of sales, Finance, Operations, IT and service using salesforce platform.

United Breweries Experience:

- Order for Supply reports on daily basis.
- Maintaining reports of FIFO stocks and demerge stocks.
- Making & renewing the contracts for Market share & volume Tie Ups.
- Retention of clients after the period of agreements using BTL & ATL and company budget.
- First POC for all the events, operations and logistic issues of the assigned outlets in the territory.
- Bridge between KSBCL and company.
- Handled three primary depots in terms of operations, revenue generation through upselling and cross selling & all the services from Kingfisher.
- PJP reports & follow ups with team.
- Promotional events report like Sun Burn, Derby, Race Course, and IPL. etc.,

Worked in Mahindra Holidays & Resorts India Limited as Direct Sales Manager (13th Nov'17 to 10th Aug'18)

- Handled Bangalore after sales operations.
- Bridge between sales & operational team using salesforce platform.
- Single POC to clients for any kind of services between clients and company.
- Coordinating with all the resorts teams across India for handling and arranging the Club Mahindra facilities to the clients.
- Marketing activities for the clients to get awareness on features of Club Mahindra.
- Coordinating with collection department for monthly payments.
- Doing collection reports to track the pending amounts.
- Generating up the additional revenue by renewing the memberships of club Mahindra.
- Handling issues related to stay, food & travel and any issues of installments.
- Retention of memberships by using the company budget limit.

Worked in Coffee Day Global Limited as Territory Manager (13th Aug'18 to 16th Jan'21)

- I have been a part of B2B segment in Coffee Day Global Limited for almost about TWO and half years, as a Territory Manager and took care of fifty plus accounts where I use to take care of collections, billing & renewals of accounts and also building a corporate relationship with the accounts.
- I worked as a single point of contact to manage escalations & prioritize value selling, up selling & cross selling of the services we provide.
- I also use to take care of six distributors and took care of the billing processes, logistics and timely deliverable of our product to the clients.
- I also helped with ATL & BTL marketing of our products by conducting regular survey and conducted several demonstration events and training events to the clients.
- My USP was to maintain monthly, quarterly, half yearly and annual reports in excel and graphs to help coffee day to determine profit & loss of the clients and distributors.
- I worked with the marketing team to conduct surveys to plan our strategies.
- I have experience of working with organizations like JW Marriott, Hilton, Radisson and Ritz Carlton who were HoReCa industry giants.

Roles and responsibilities in Coffee Day Global limited:

- Worked with the team to ensure productivity and efficiency including implementing business strategies.
- Worked with operations and direct sales & key channel partners, thus ensuring continuous revenue generation from clients and vendors.
- Conducting marketing activities & marketing campaigns like live interaction sessions to boost the sales of products and improve the brand value.
- Worked as a bridge between various teams like direct sales, operations & finance, marketing as to coordinate the machine Proposal, Machine order, Machine Delivery and installation of machine and material.
- Reaching billing targets of the distributors.
- Renewing the contracts and making the reports for the same.
- Maintaining & cross checking the secondary & territory closing stock of the distributors.
- Maintain time to time delivery of stock billed by distributors and direct clients.
- Building good relation with Distributors and all the other staff of the distributors as well.
- Dispatching reports of pending PO.
- Doing regular client meets (Virtually / physically).
- Making sure that stock order cycle is in regular repeat from client & regular vendor performance meets & consumer promotions.

Worked as Assistant Manager in John Distilleries Pvt Ltd., (8th Feb'21 to 20th Sep'24)

- Giving Order for Supply (OFS) requirement for all premium brands according to monthly and quarterly targets on daily basis.
- Maintaining reports of FIFO stocks and demerge stocks.
- Tracking all the internal depot transfers & getting the pending PO list to get dispatched to make sure the retailers get stock available at any time.
- Making the contracts for market share and volume distribution on monthly and quarterly basis.
- Contract renewals of MS & volume tie Ups.
- Contract renewals of MS & volume tie Ups.
- Handling 150 plus Accounts.
- Motivating team and make sure to execute the plan for the month to achieve the volume targets.
- Availability and visibility report of all brands with all pack sizes in the outlets.
- Coordinating with finance, marketing & merchandising teams for brand activations.
- Promotional activities, events and sampling activities and maintaining the reports for the same.
- Coordinating with finance team for budget related issues and settlements.
- Tracking competition activities trending currently in the market by analyzing market strategies.

- Making consumer promotions reports on weekly and monthly basis.
- Trade marketing activities like discount offers, adventure holidays offer by Company, etc., reporting the same using excel.
- Coordinating with vendor for different signages purpose and branding in outlet purpose.
- Organizing yearly conferences for JDPL family.
- Arranging branding and stocks at event locations with the help of vendors and sales team.
- Co ordinating with sales team for all types of promotional activities weekly / occasional activities.
- Taking proposals for additional requirement & support for sales team helps to increase sales and market share and screening those proposals.
- Under ATL / BTL, providing schemes and extra benefits like Abroad travels, IPL tickets, sunburn event passes, for the retailers and offering special discounts to retailers up on achieving their desired target's.
- Analyzing market trends and strategies to help the team to make sure JDPL market share is high and increase
- Proposing brand specific goals like WOD, DOD and volume, MS%.

Working for Apollo Tyres Ltd as Sales Excellence Manager from Qdegrees Pvt Ltd (8th Oct'24 Onwards)

- Vendor coordination for Signages, Branding, New proposals décor, Event organizations, Dealer certificates, POS deployments.
- Conducting events like mobility masters, LCV Fleet meets, BRB events, Festival engagement challenge activity, Diwali décors.
- GMB page corrections like location update, Mobile number, Images, etc., and creation of new GMB pages for new proposals after store opened and décor completion.
- Analyzing & screening new proposals with store condition, space, minimum civil requirement etc.,
- Rectification of any branding / boards related issues.
- Making data ready for publishing in newsletters.
- Screening audit reports, identifying Apollo scope of work and getting rectified errors.
- A to Z of branding for a new / renewed outlets for all Branded Retail Outlet's (BROs).
- Cross checking and renewing the tenure expiry cases of BROs on timely basis.
- Coordinating with functional and commercial team for PO creation, submission of bills after work and clearing the same.
- BRO performance analysis on quarterly and sharing data every month with sales team along with till date achievement to follow up and close the desired targets of the BRO.
- Auditing 15 BROs in every quarter for cross checking the BRO's as per Apollo stands.

"Successfully going forward with new enthusiasm by getting all the roles & responsibilities of current position with the help of past experiences of my career"

PERSONAL INFORMATION

Father's Name:	Akula Srinivasa Rao	Mother's Name:	Akula Lakshmi
Date of Birth:	30-08-1992	Hobbies:	Cooking, shuttle
Domicile:	Vissannapeta		

LANGUAGE PROFICIENCY:

LANGUAGE	READ	WRITE	SPEAK
Telugu	✓	✓	✓
English	✓	✓	✓
Hindi	✓	✓	✓
Kannada	✓	✓	✓

I hereby declare that all the above information furnished by me is true to the best of my knowledge.

Bangalore

AKULA RAVI TEJA