



## **CURRICULUM VITAE**

**SHASHANK MISHRA**

Mishrashashank129@gmail.com

7987706944

### **OBJECTIVE:**

*Professional sales and marketing specialist with comprehensive background in sales strategies and marketing initiatives. Known for delivering impactful marketing campaigns and fostering productive team collaboration. Recognized for adaptability and results-driven approach in dynamic environments.*

### **EDUCATIONAL QUALIFICATION:**

| DEGREE/<br>EDUCATION | NAME OF INSTITUTION<br>(UNIVERSITY/BOARD)         | PERCENTAGE | YEAR OF<br>PASSING |
|----------------------|---------------------------------------------------|------------|--------------------|
| MBA<br>(MARKETING)   | OP Jindal University, Raigarh                     | 75%        | 2023               |
| BBA                  | Atal Bihari Vajpayee Vishwavidyalaya,<br>Bilaspur | 72.50%     | 2021               |
| H.Sc.                | Central Board of Secondary Education              | 50.2%      | 2018               |
| S.Sc.                | Central Board of Secondary Education              | 55.1%      | 2016               |

### **OTHER EDUCATIONAL QUALIFICATION:**

Diploma In Computer Application  
O' Level

### **ACHIEVEMENTS AND EXTRA CURRICULAR ACTIVITIES:**

1. Secured 8<sup>th</sup> Rank in University Atal Bihari Vajpayee Vishwavidyalaya BBA batch (2018).
2. Volunteered several National Conference and other activities in the college.
3. Represented Management Department in Intercollege Competition.
4. Secured 1<sup>st</sup> position in Team Event "BEST OUT OF WASTE" at the university level.
5. Participated in National Research seminar cum Symposium in 2019-20
6. Participated in Management model competition "LEVEL OF MANAGEMENT" 2018-19

### **PROJECT**

1. Summer Internship Project-A Study Report on Brand Awareness and Perception of Jindal Panther TMT
2. Final Project- "A Study on Consumer Perception Towards Impact of E-commerce with Reference to FMCG"

## **INTERESTS:**

Interested in Stock Trading & Investment

## **TECHNICAL SKILL:**

Microsoft Excel, Power Point, SAP(SD), Google Sheet, Double Tick API

## **Experience:**

**August 2023 - Present**

**Viva Petrochemical LLP – CHENNAI. (Sales & Marketing Specialist)**

- Manage the sales process from lead generation to closing deals.
- Managing the B2B & B2C Activities.
- Field Activities Visit Customers at their location to present Products.
- Identify and target potential customers to expand the client base.
- Build and maintain strong relationships with new and existing clients for repeat business.
- Attend industry, trade shows, and networking events to build professional relationships.
- Cold calling to Customer for Materials.
- Market Analysis according prepare Sales Strategies.
- Analyze market to identify opportunities for product promotion and market expansion.
- Maintain accurate records of sales activities, customer interactions, and transaction details.
- Conduct market research to identify potential markets, customer needs, and industry trends.
- Monitor the outstanding payments on regular basis & Order deliveries.
- Provide technical support and product recommendations to customers.
- Daily managing Stock & availability of material.
- Coordinate with Logistics & Account's Team

## **TRAINING/INTERNSHIP UNDERGONE:**

**March-June 2023**

**GARUDA AEROSPACE PVT. Ltd. – CHENNAI. (Project Manager Internship)**

- Scheduled and facilitated meetings between project stakeholders to discuss deliverables, schedules and conflicts.
- Coordinate with Marketing Teams and managing the drone pilots.
- Handling the Project Drone Yatra 2.0.
- Approach the Dealers for Dealership and Purchase Order.
- Supported operations management, sales, and marketing efforts to increase revenue and overall financial health.
- Cold calling to Dealers for Demonstration
- Developed and implemented project plans and budgets to ensure successful execution.
- Prepared and submitted project invoices for review and approval.

**August – September 2022(45 Days)**

**NALWA STEEL AND POWER LTD. RAIGARH (Marketing Intern)**

- Marketing coordination with sales and logistics department.
- Worked with SAP software (Sales and Distribution)
- Interacted with dealers and customers.
- Making contracts and maintaining sales and purchase order.
- Data analysis with MIS and SAP software.

## **STRENGTH:**

Self-Motivated, Self Confidence, Detail oriented

**PERSONAL DETAILS:**

|                |   |                                        |
|----------------|---|----------------------------------------|
| Father         | : | Mr. Gomti Prasad Mishra                |
| Mother         | : | Mrs. Rajkumari Mishra                  |
| Address        | : | Baikunthpur Bittan villa Raigarh (C.G) |
| Contact        | : | 7987706944                             |
| Date of Birth  | : | 01 Feb.2001                            |
| Gender         | : | Male                                   |
| Marital Status | : | Unmarried                              |

**DECLARATION:**

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness for the above-mentioned particular

**Place: Chennai**

**Date:**

**NAME SIGNATURE**