



# Amit Singh

SALES & MARKETING PROFESSIONAL

## Personal Details

D.O.B: 5<sup>th</sup> July 1986

+91-7982514354

a\_singh41@yahoo.com

Ghaziabad, Uttar Pradesh - IN

Linkedin.com/ amit-singh-863095b9/

## Academics

MBA – Marketing

U P Tech University (2009)

B. Sc. - PCM

Kumaun University (2005)

## Achievements & Rewards

- **Highest Confy Growth 2021-22** in Noida territory

- **Highest TDV Growth 2021-22** in Noida territory

- Rewarded for **Top 5 performers** of the year 2023-24

## Core Competency

- Sales & Marketing
- Market Analysis
- Channel Distribution
- Inventory Management
- Team Work
- Leadership

## Language/s

Hindi:

English:

Punjabi:

## Hobbies

Travelling | Singing

## Professional Summary

A confident and motivated sales merchandiser seeking an opportunity to advance my career and mentor a team to greater heights of achievement. I thrive on the task of establishing new ground in business and helping my team exceed sales goals. I am eager to advance in the company by utilising my experience and expertise to create lasting client relationships for the brands of my employer.

## Professional Experience

### Parle Biscuits Pvt Ltd: Since July 2021

Area Sales Executive – Greater Noida

- Handling channel partner and distributors for Noida and Greater Noida region
- Ensuring month on month sales growth and meeting target for the respective regions
- Building demand for all categories and brands to improve market share
- Evaluating and on-boarding new channel partner for marketing expansion in untapped regions
- Go to market activity plan and execution for understanding home brand and competition landscape
- Conceptualizing new brand and product launch plan and ensuring successful execution with strategic approach for sustainability.

### CG Foods Enterprise, Gurgaon: Apr 2016 – Jun 2021

Assistant Area Sales Manager – Noida, UP west

- Heading sales and revenue for West Uttar Pradesh (18 districts)
- Handling a regional team of 16 sales representatives and 15+ SS and 100+ distributors for entire West UP
- Meeting monthly, quarterly and annual sales target for the given categories and preparing the necessary reports for tracking and maintaining database
- Planning annual sales forecast and execution plan with judicious resource allocation
- Preparing annual marketing calendar for ground activities and promotions in existing and new markets
- Hiring, nurturing and developing new talent for building a strong sales force for respective market

### INBISCO INDIA Pvt. Ltd.: May 2013 - Mar 2016

Distribution Officer - Ghaziabad

- Responsible for revenue generation for confectionery and chocolate category for NCR region and Agra
- New product launch and allocating manpower and infra in new regions
- Monitoring existing distributors and introducing new retailers, wholesalers
- Preparing daily report and sharing for database and keeping monthly tracking

### Lotte India Corporation: Jul 2009 – Apr 2013

Territory Sales In-charge - Lucknow

- Commanding sales activities for Lucknow and Ghaziabad region
- Meeting monthly sales revenue target for Lotte choco pie and generating more demand
- Maintaining market share of the category in the respective region