

# Vinamra Kumar Shukla

**A result oriented Professional with around 10+ years of experience in various verticals like Sales, Business Development, Account Management, and Client Service Management**

## SKILLS

**Client Relationship Management, Team Management, Business Development, Revenue Management, New Market Development, Key Account Management, Process Improvement**

## CERTIFICATION

**Operational Excellence Work-Out and Kaizen Facilitator  
Project Management Foundations  
PowerPoint Essential Training (Office 365)**

## EXPERIENCE

**Sales Manager | Sunyna Steels Pvt Ltd |  
Aug-23 – To fill date**

- Taking care of Wire Division (Spring steel, Stainless steel and Crimping wire) in North India region
- Generating Prospective Clientele and approaching them for sales.
- Provide, "Product Presentations" to the Prospective Clients and generating inquiries.
- Sourcing New Business Partners & Corporate Clients along with maintaining accounts of the Existing ones.
- Ensuring healthy relationship between Company, Distributor and Dealers; as a chain.
- Evaluating Performance and monitoring their Sales & Marketing activities.
- Provide Timely & Structured feedback to the Company after collecting - from Market/ Customers/ Competitors.

**Program Manager | V5 Global Service Pvt Ltd |  
June-21 – July-23**

**Project Handled – Airtel OR/FR, Airtel Urban Stores for South & West Circle (Handled 2500+ Team Size)**

- Manage P&L with all attendant responsibilities of Team Management, Operational Management & Financial management
- To build market position by locating, developing, defining, negotiating, and closing business deals while maintaining healthy client relationship.
- Responsible for problem definition, ability to analyze the customer/client requirements, issues, pain points and provide appropriate solution. Interact with different stakeholders at client side, and subject matter experts to formulate an approach for addressing client's needs.
- Understand retail client's business needs, and design analytics solutions to address the same. Prepare project plans, identify milestones and ensure that timelines and deliverables are being met or bettered. Carry out scenario planning, risk assessment and business (revenue) projections to provide a comprehensive assessment to clients
- Ownership of all business growth initiatives for vertical. Create market opportunities for business development through networking, innovative means and working on building proposals.
- To manage discipline among the team for attendance, working and reporting. Nurture & build a team of the industry's best professionals to deliver on continuously increasing scale and scope of the business.
- To manage project financials - revenue and cost management, invoicing, payment realization etc.
- Build the sales pipeline at all stages of the sales process and actively managing the pipeline to achieve success.
- Continuous follow ups and keeping a touch base to bring out new opportunities within the existing clients.

## SUMMARY

Strong business & administration acumen in taking up new challenges & converting them into success stories.

A keen planner & implementer with demonstrated abilities in accomplishing business growth on a consistent basis.

A proactive leader and planner with expertise in strategic planning, market plan execution and Team management.

Have a flair for charting out marketing strategies and contributing towards enhancing business volumes & growth and achieving revenue and profitability norms.

Skills in managing teams to work in sync with the corporate set parameters & motivating them for achieving business and individual goals.

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**MBA | 2007 | NIET College  
B. Com | 2004 | DAV College  
XII | 2001 | UP Board  
X | 1999 | UP Board**

## **Program Manager | Denave India Pvt Ltd |**

**April-17 – May-21**

### **Project Handled - Airtel-SPP, Airtel CRO & Nokia Internship (Handled around 3100+ Team Size)**

- Attract new customer & win new clients and contracts for Company
- Planned and executed meetings to connect organizational representatives, community members and clients
- Interacted with customers and clients to identify business needs and requirements
- Planned, created, tested, and deployed system life cycle methodology to produce high quality systems to meet and exceed customer expectations
- Met with project stakeholders on regular basis to assess progress and make adjustments
- Coached team members on productivity strategies, policy updates and performance improvement plan to accomplish challenging goals
- Trained and developed personnel to improve skills, employee relations and resolve the escalations
- Effectively coordinate with internal departments and resolving all problems & issues towards the achievement of pre-agreed customer timelines.
- Improved success of program by making proactive adjustments to operations
- Managed project financials - revenue and cost management, invoicing, payment realization etc.
- Build the sales pipeline at all stages of the sales process and actively managing the pipeline to achieve success.
- Continuous follow ups and keeping a touch base to bring out new opportunities within the existing clients.

## **Associate Program Manager | Denave India Pvt Ltd |**

**Oct-14 – Mar-17**

- Understand the customer/client & retain customers through better customer experience.
- Attract new customer & win new clients and contracts for Company
- Increased profitably & decreased customer management costs
- Spearheading strategy formulation and client management activities to maximize current relationships and deliver repeat business with accountability for profitability and bottom-line operations.
- Effectively coordinate with internal departments and resolving all problems & issues towards the achievement of pre-agreed customer timelines.
- Plan, monitor and if needed, adapt and prioritize field activities
- Report on Business Targets and KPI's, Field Sales Strategy, Operations and costs
- Define, communicate and follow up the objectives for each member of the team and evaluate their performances
- Ensure product/service competence information is regularly conveyed to the client
- Taking care of all the issues of the Resources and report to the client for timely resolution
- Sourcing New Business Partners & Corporate Clients along with maintaining accounts of the Existing ones.

## **Area Sales Manager | Denave India Pvt Ltd |**

**Dec-12 – Sep-14**

- Taken care of activities of Sales & Marketing Team for Data Card Division in Delhi & NCR region.
- Evaluating Performance and monitoring their Sales & Marketing activities.
- Provide Timely & Structured feedback to the Company after collecting - from Market/ Customers/ Competitors.
- Train the Distributor's Staff by initiating & monitoring „Sales Promotional Activities“.
- Generating Prospective Clientele and approaching them for the Corporate Sales.
- Provide, “Product Presentations” to the Prospective Clients and generating inquiries.
- Ensuring healthy relationship between Company, Distributor and Dealers; as a chain.

## **Project Team Lead | Denave India Pvt Ltd |**

**May-11 – Dec-12**

- Taken care of activities of Sales & Marketing Team for Digital Camera Division in North & South region of India.
- Provide Timely & Structured feedback to the Company after collecting - from Market/Customers/Competitors.
- Given training to the Internal-Team & Distributor Employee's by Commencing and Managing „Sales Promotional Activities“ and „Training Programs“.
- Ensure to maintain a good relationship with the Clients and to solve their issues on time.
- Motivate & Execute the Team, to get the desired results.

**Sr. Executive- BD | Kodak India Pvt Ltd |**  
**July-08 – Feb-09**

- Taken care of Digital Camera Division & Printers in Delhi & NCR region
- Taken care of Channel Sales, Appointing Dealers & Distributors for Market Penetration.
- Evaluating Performance and monitoring their Sales & Marketing activities.
- Provide Timely & Structured feedback to the Company after collecting - from Market/ Customers/ Competitors.
- Generating Prospective Clientele and approaching them for the Printers Division.
- Provide, “Product Presentations” to the Prospective Clients and generating enquiries.
- Sourcing New Business Partners & Corporate Clients along with maintaining accounts of the Existing ones.
- Ensuring healthy relationship between Company, Distributor and Dealers; as a chain.

**Sr. Executive- Sales | Bhaskar Power Project Pvt Ltd |**  
**Jan-08 – June-08**

- Taken care of Silent Gensets in Delhi & NCR region.
- Evaluating Performance & monitoring Distributor Sales and Marketing activities.
- Tender Pricing & Negotiation to close the Deal.
- Maintaining relationship with new and existing clients for further leads/orders.

**AWARDS & ACHIEVEMENTS**

- Certificate for comparing in All India Intercollegiate Cultural Festival “Encore”
- Was the ‘Member’ of an “Executive Committee of College Annual Function”
- Actively participated in various extra co-curricular activities, which includes quizzes, debates, and paper presentations, organized at school and college levels
- Was awarded as “Best Performer of the Year 2011” In Denave.
- Was awarded as “Best Performer of the Year 2012” In Denave.
- Was awarded as “Best Performer twice in Feb & June’14 from Airtel