



# KRIPA SHANKAR ADITYA

MARKETING PROFESSIONAL

## CONTACT

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## EDUCATION

MBA (MARKETING /HR)

KIMS BANGALORE

BANGALORE UNIVERSITY

2014 With 62%

B.SC (Microbiology)

Govt E.V.P.G.collage, korba  
Guru Ghasi das central  
university

2011 with 55.26%

XII ViduttGrih H.S.School

Korba (C.G.B.S.E Board)

2008 with 56.4%

X ViduttGrih H.S.School

Korba (C.G.B.S.E Board)

2006 with 53.5%

## EXPERTISE

Training and  
Development

Customer Service

Price Negotiation

Time Management

Team Player

## PROFILE

Successful professional with corporate and B2B marketing. Highly skilled and result oriented with solid experience of 6 years in steel industry. Diplomatic and tactful in interpersonal communication and decision-making. Ability to access and manage complex obstacles. Viewed as a strong trouble-shooter. Successful in intense and demanding environments, providing decisive team leadership and structure with a track record of motivating and developing soldiers. Flexible and versatile - able to maintain a sense of humor under pressure - poised and professional, with an ability to transcend personal differences in order to reach a common goal.

### OFFICER MARKETING

#### SKS ISPAT & POWER LTD

JUNE'  
2017

TO

FEB'  
2021

Responsible to target WIRE ROD& HB wire traders, Users (i.e.Nail, GI Wire, Binding Wire Manufacturers) customers and create good relation for long term business. As well update market situation (daily price, sentiments).apart from that also deals with Wirerod straightening, Silico Manganese & Sponge Iron & Billet parties.

#### Duties:

- ✓ Keeping a track and explore the Steel market to find new opportunities.
- ✓ Update to customer daily market rate and discount and convenes to have business with company.
- ✓ Acting as liaison person between the management and the customers and try to meet the expectations of both of them.
- ✓ To increase the profitability of the company, by aiming to sell the products at a higher margin.
- ✓ Preparing offer letter and proforma invoice for Pvt Ltd Co. and Traders.
- ✓ Co-ordinate the entire sales activity with production team and prepare planning for daily dispatch program.
- ✓ Follow up with parties for collection and maintaining up to date all records.

## SKILLS

Innovative  
Positive Attitude  
Effective Inter-personal skills  
Good in building & maintaining relationships  
Problem solving ability  
Strong counselling & convincing techniques

## TECHNICAL QUOTIENT

Microsoft Office

Window operating System

SAP (HANA)

NEWTON (ORACLE)

Face book, Linked In,  
Instagram, Twitter

## LANGUAGE SKILL

Hindi ● ● ● ● ●

English ● ● ● ● ●

## WORK EXPERIENCE CONTINUED

### DEPUTY MANAGER MARKETING

#### WONDER SYSTEM INDIA PVT LTD

OCT'  
2016

TO

FEB'  
2017

Responsible to generate awareness for industrial Automation solution for rolling mills through directly meet with Steel Industry clients, understand the need and provide the product according to customer requirement.

#### Duties:

- ✓ Direct visit and maintain good relation for long term perspective.
- ✓ Execute marketing and sales program and provide solution for control system (Mill automation).
- ✓ Develop regional strategic marketing plans for field representatives targeted to specific territory markets.
- ✓ Continuously review and analyze industry /Market trends through continuing professional development and provide suggestion and recommendation to management for product /marketing changes.

### ASSOCIATE SALES & MARKETING

#### STEELMINT INFO SERVICE S LLP

OCT'  
2014

TO

JUN'20  
2016

Responsible to target all Steel Industries clients to provide them information, news, sentiments and report of current market situation through Website, SMS and Mobile Apps services. Resolving technical issues of clients to get service properly on time bases.

#### Duties:-

- ✓ Communicating & Networking with industry people meanwhile managing customer relationships.
- ✓ Conducting market research, competitor analysis & developing Innovative Ideas & Tools for strategy plan.
- ✓ Coordinating with team for developing the product and services.
- ✓ Payment Follow-up plan to achieve target on timely manner.

**ASSOCIATE MARKETING** SteelMint info sevices LLP APR2016-JUN2016

**EXECUTIVE MARKETING** SteelMint info sevices LLP OCT2014-MAR2016

## DECLARATION

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

Date:

Place:

(Kripa Shankar Aditya)