

CONTACT

+91-9179989646

DOB: 25/10/1989

Kripakorba@gmail.com

LIG-10/G, Deen Dayal Awas Yojna,Ward no.31, Behind District Jail, Kharmora, Korba Chhattisgarh 495683

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

KRIPA SHANKAR ADITYA

MARKTING PROFESSIONAL

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

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.

JUNE' 2017

ТО

FEB' 2021

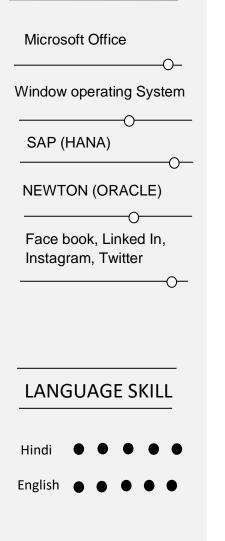
SKILLS

Innovative

Positive Attitude	OCT' 2016
Effective Inter-personal skills	2010 TO
Good in building & maintaining relationships	FEB' 2017
Problem solving ability	

Strong counselling & convincing techniques

TECHNICAL QUOTIENT



WORK EXPERIENCE CONTINUED

DEPUTY MANAGER MARKETING WONDER SYSTEM INDIA PVT LTD

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

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:-

OCT'

2014

ΤО

JUN'20

2016

- ✓ 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)