

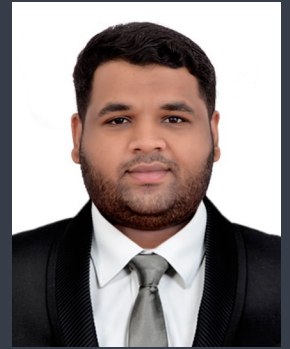
Anu Piyush

SALES & MARKETING MAB5; 9F

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Performance-oriented sales leader offering exceptional record of achievement over 10-year career. Tenacious manager with strategic and analytical approach to solving problems, bringing in customers and accomplishing profit targets. Talented in identifying and capitalizing on emerging market trends and revenue opportunities.



Skills

- Brand-building strategies ◆◆◆◆◆
Very Good
- Medical Equipment sales techniques ◆◆◆◆◆
Excellent
- Power tools sales techniques ◆◆◆◆◆
Excellent
- Business development ◆◆◆◆◆
Very Good
- Market analysis ◆◆◆◆◆
Excellent
- Strategic planning ◆◆◆◆◆
Excellent
- Staff management ◆◆◆◆◆
Excellent
- Marketing and advertising ◆◆◆◆◆
Excellent



Work History

Sep 2018 - Current **SALES AND MARKETING MANAGER**
WESTFORT TRADING , DUBAI AND NORTHERN EMIRATES

- Directed canvassing plans to facilitate consistent, high-quality appointments for sales representatives.
- Devised integrated plans to build brand awareness, sales pipelines and customer acquisition plans.

- Directed work of efficient administrative team maintaining accurate sales, inventory and order documentation.
- Captured new customers by optimizing business strategies and launching products to diversify offerings.
- Conducted trials and tests of marketing channels such as paid acquisition, social media and fresh content creation.
- To make sure the proper DISTRIBUTION.
- Monitor competitor's activity. Price, promotion, the placement of the product .
- Introduce and listing of new products in the hospital,hotels and universities
- Payment collection within the credit period
- Worked diligently to resolve unique and recurring complaints, promoting loyalty and enhancing operations.
- Leveraged direct marketing, industry partnerships and social media platforms to maximize marketing strategy success.
- Gave benefit-oriented, polished presentations driving dramatic revenue growth across multiple sales channels.
- Developed innovative and targeted collateral to support overall branding objectives.
- Consulted with product development teams to enhance products based on customer data.
- Developed and implemented favorable pricing structures balancing firm objectives against customer targets.

◆ Oct 2015 -
Oct 2017

SALES EXECUTIVE

EASTERN STAR TRADING LLC, DUBAI & OMAN

- Drove retailer engagement, improved retailer satisfaction and earned retailer advocacy through communication and relationship management.
- Executed local, regional and national marketing and branding initiatives to drive sales within existing and prospective accounts.
- Monitored customer buying trends, market conditions and competitor actions to adjust strategies and achieve sales goals.
- Effectively secured and negotiated contracts with high-value clients in collaboration with Manager.
- Successfully grew dealership relationships by 80% within 1 year.
- Maintained relationships with established accounts and prospected new retailers by calling on customers and engaging prospects in person.
- Met with existing customers and prospects to discuss business needs and recommend optimal solutions.
- Collaborated with clients to maintain relationships and provide customers with thorough support and guidance.

◆ Dec 2013 -
Dec 2015

SALES EXECUTIVE

ELMEC EQUIPMENT TRADING LLC (KEYANG Power & Tools), Dubai & Northern Emirates

- Sales and Dispatch of Keyang Power Tools & Arden Router Bits throughout U.A.E.

- Developing customer database from various sources.
- Promoting the product according to the market demands.
- Resolving the problems related to sales and service.
- Payment collection according by outstanding list
- Use customer care and communication skills to establish positive relationships.
- Met with existing customers and prospects to discuss business needs and recommend optimal solutions.
- Enhanced success of advertising strategies by boosting engagement through social media and other digital marketing approaches.
- Executed local, regional and national marketing and branding initiatives to drive sales within existing and prospective accounts.
- Maintained relationships with established accounts and prospected new retailers by calling on customers and engaging prospects in person.
- Directed work of efficient administrative team maintaining accurate sales, inventory and order documentation.
- Remained current on industry trends to better understand customer needs, product effectiveness and sales tactics.
- Maintained detailed records of sales progress, inventories and marketing success to better align goals with company priorities.

Jan 2009 -
Nov 2013

COUNTER SALES EXECUTIVE

Hitachi Power Tools - Group Of Al Khaja Holding, Abudhabi, Al-ain & Dubai

- In-charge of Spare Parts Division and Stores.
- Handling entire functions of Service Department for Hitachi Power Tools and other machines.
- Sales and Dispatch of Hitachi Power Tools throughout U.A.E.
- Arranging for spare parts required.
- Repair and dispatch of repaired tools.



Education

Masters in Business Administration (MBA)

ISBM INDIAN SCHOOL OF BUSINESS MANAGEMENT & ADMINISTRATION

Graduate Program in Management Studies (GMS): Management And Business Studies

ISBM INDIAN SCHOOL OF BUSINESS MANAGEMENT & ADMINISTRATION

Diploma in Multimedia Animation: Graphics & Animation

ARENA ANIMATION CENTRE APTECH LIMITED - Trivandrum, India

Higher Secondary : Commerce

SNVHSS Higher Secondary School, - Nedumkanda, Varkala



Accomplishments

- Used Microsoft Excel to develop inventory tracking spreadsheets.
- Resolved product issue through consumer testing.
- Attended 4th Annual Health,Safety & Security Forum 2018.



Personal Details

Date of Birth : 21/06/1990

Place of Birth : Abu Dhabi-UAE

Marital Status : Married

Nationality : Indian

Passport No. : L-5662190

Visa Status : Employment Visa

Languages Known : English, Hindi, Malayalam,Tamil & Arabic



Declaration

I hereby declare that the above furnished details are true to the best of my knowledge and belief.

Anu Piyush