

## **RESUME**

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**AMANDEEP KAUR**

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### **Objective**

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To emerge as a true professional, adaptive to the dynamic business environment and applying learned concepts to new situations. Applying my acquired skills to achieve the organizational goals.

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### **Professional Experience**

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<b>Organization:</b>	<b>REACH CAPITAL INDIA</b>
<b>Location:</b>	Bangalore
<b>Region :</b>	Pan India
<b>Designation:</b>	Manager Sales & Marketing
<b>Duration:</b>	Dec 2019 to Till Date

### **Job Profile**

- Meets marketing and sales financial objectives by forecasting requirements; preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
- Achieves marketing and sales operational objectives by contributing marketing and sales information and recommendations to strategic plans and reviews; preparing and completing action plans; implementing production, productivity, quality, and customer-service standards; resolving problems; completing audits; identifying trends; determining system improvements; implementing change.
- Provides information by collecting, analyzing, and summarizing data and trends.
- Gathering, investigating, and summarizing market data and trends to draft reports.
- Maintaining relationships with important clients by making regular visits, understanding their needs, and anticipating new marketing opportunities.
- Search and prepare data and Sending introduction mails to companies to generate business.

- Maintain sales volume, product mix and selling price by keeping current with supply and demand, changing trends, economic indicators and competitors.

**Organization:** HERO ECOTECH LIMITED (KROSS BICYCLES)  
**Location:** Ludhiana  
**Region :** Punjab  
**Designation:** Sales and Customer Relationship Manager  
**Duration:** September 2016 to Nov 2019.

### **Job Profile**

- Handling Customer's Queries, Complaints and Replacements.
- MIS and Data Analysis on Daily, Weekly, Monthly and Yearly Basis.
- Handling Day to Day issue related to Sales.
- Responsibility of recovering Critical Overdue Payments with coordination with Team and Direct follow up.
- Coordinate with sales and marketing team to develop sales strategies to increase sales and market share and coordinate with NPD and PPC.
- To ensure that Team Target is fulfilled by providing support.
- Maintaining Competitors Data and Up-keep of dealers and consumers data base-updating where necessary.
- Compilation of monthly overview sheet that includes daily reporting, weekly reporting and monthly reporting.
- To liaise at all times with all team members.
- To provide input and ideas into sales/marketing initiatives and subsequently promote these initiatives and monitor responses.
- Planning the promotional and advertising activities.
- Work collaboratively and efficaciously as a team member.

**Organization:** ZOLOTO Group of Industries (Zoloto Valves)  
**Location:** Jalandhar  
**Region :** Punjab  
**Designation:** Manager Sales  
**Duration:** December 2013 to August 2016.

## Job Profile

- Coordinate with sales and marketing team to develop sales strategies to improve market share. Ensure an efficient tracking system.
- To ensure that Team Target is fulfilled by providing support.
- Review expense and hold meeting with the sales staff.
- Up-keep of dealers and consumers data base-updating where necessary.
- Compilation of monthly overview sheet that includes daily reporting, weekly reporting and monthly reporting.
- To liaise at all times with all team members.
- To provide input and ideas into sales/marketing initiatives and subsequently promote these initiatives and monitor responses.
- Monitor all product collateral.
- Handle the purchase order by telephone, email and check that they include correct prices, discounts and product codes containing customer to resolve any queries. Planning the promotional and advertising activities.
- Work collaboratively and efficaciously as a team member.
- Handling of customer complaints amicably.

**Additional Responsibility:**      **Handling all Promotional Scheme Independently.**

<b>Organization:</b>	<b>S E INVESTMENTS LTD</b>
<b>Location:</b>	<b>Delhi</b>
<b>Region:</b>	<b>Delhi &amp; NCR</b>
<b>Designation:</b>	<b>Manager Sales-Business Loans</b>
<b>Duration:</b>	<b>Aug 2009 to November 2013</b>

## Job Profile

- Search and Regular tie-ups and generate Business from new DSA'S, SUB-DSAs & C.A.s for new business in different locations PAN India.
- Interacting with credit and operations from the time of log-in to disbursal.
- Developing strategies to enhance business volume.
- Monitoring, Motivating and Managing team of a BDM's for achieving the given targets.

- Interaction with customers, DSA's, C.A's for their queries and complaints and solve it. Handle customer queries on case to case basis.
- Visit different locations and meet DSA's, C.A's for business development and promotion.
- Search and prepare data and Sending introduction mails to companies to generate business.
- Coordinate with all New DSA's and C.A by providing proper training and solve there queries on regular basis.

**Organization:** CREDITORS (DSA of Barclays Capital PLC and barclays Finance )  
**Location:** Chandigarh  
**Region :** Chandigarh & Spokes  
**Designation:** DSA Head/Relationship Manager- Personal Loans  
**Duration:** May 2004 to Aug 2009

**Organization:** STANDARD CHARTERED BANK (DST)  
**Location:** Chandigarh  
**Region :** Chandigarh & Spokes  
**Designation:** Tele sales executive-Personal Loans  
**Duration:** Jan 2004 to May 2004

**Organization:** EDUCATIONAL SOCIETY FOR HEALTH ACTIVITIES (Mata Sahib Kaur Institute of Nursing)  
**Location:** Mohali  
**Designation:** Accountant  
**Duration:** Dec 2002 – September 2003

**Organization:** N K BHAMBRI AND ASSOCIATES  
**Location:** Chandigarh  
**Designation:** Accountant  
**Duration:** 1998-Dec 2002

**Organization:** UNION BANK OF INDIA  
**Location:** CHANDIGARH  
**Designation:** Executive(Training)  
**Duration:** one year and 45 days

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### **Educational Qualification**

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- **Bachelor of Business Administration**  
**University:** Kurukshetra University  
**Degree / Level Attained:** Graduation with 2<sup>nd</sup> division  
**Completion Date:** 2001
  - **10+2 in Banking (Vocational)**  
**Board**            **CBSE Board**  
**Marks**           **73%**
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### **Technical Qualification**

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“O” level from Cal-C (A Punjab Govt.Undertaking) which includes  
MS OFFICE, FOXPRO,”C” LANGUAGE, TALLY, INTERNET etc

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### **Personal Details**

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Date of Birth                    : 30 September 1979  
Languages Known            : English, Hindi & Punjabi  
Marital Status                : Unmarried  
Preference Location         : Anywhere India

Place:

**(AMANDEEP KAUR)**