

Robin Kapoor

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City of Domicile: All Over (India)

EDUCATION

MBA/PGDM(All Sem)	2015-17	Shanti Business School	6.40 /10 CGPA
MBA/PGDM (Marketing)	2015-17	Shanti Business School	7.48/10 GPA
B.COM	2012	Aroma College of Commerce	54%
Class XII (CBSE Board)	2009	Kendriya Vidyalaya Cantt.No.2	53%
Class X (CBSE Board)	2007	Kendriya Vidyalaya Wadsar	60%

Experience

Company - Chanakya IAS Academy

Designation: Senior Executive – Sale and Marketing

Role and Responsibility

1. Shared the Business strategies for the online Education (PAN INDIA)
2. Admission for the Online Coaching classes. (PAN INDIA)
3. Have Business Travel across all over the India.
4. Meeting with colleges and universities Principle. (PAN INDIA)
5. Conduct the Seminar regarding UPSC and civil services examination.(PAN INDIA)
6. Give presentation to the students
7. Arranged the webinar for the students. (PAN INDIA)
8. Discuss with the different universities to sign up the Memorandum of Understanding with the respective universities and colleges. (PAN INDIA)

Company- IIMT- Studies

Designation- International-Sales Officer

Responsibility-

- B2B Sales for International Clients,
- To have Cold Calling with clients and between 200 to 250 calls per day and Sale the Diploma and Engineering Course and other specified courses.
- To build the business relation with clients
- Data Management- Generate leads through different social media platforms and through internet.

Company- Catalyst Constellation Pvt. Ltd.

Designation- Assistant Program Advisor

Responsibility-

1. B2B, B2C and B2G Sales Generate leads through data research of Organization Top Management.
2. Build relationship with Senior Top Level Management.
3. Cold calling to Organization Higher Authority to fix Appointment (CEO, DGM, HR Head, GM, AGM and other Top Level Management)
4. Meeting with leads and generate business from leads.
5. Worked as Management Consultant for Organization with various consulting projects.
6. Program Management and Advisory for pre, during and post program support through, calling/meeting.
7. Presenting the program details handholding participants to fulfil all the requirement of the courses (open enrollment and open programs) offered.
8. Maintaining relationship and rapport with participants, The CEEI alumni and HR-manager of clients.
9. Generating interest in programs and enhancing participant's performances, thus playing active role to fulfil The CEEI promises.
10. Maintain professional and technical knowledge by attending educational workshop; reviewing, professional publications; establishing personal networks ; benchmarking state –of – art-practices ; participating in professional societies.
11. Answer phones in a pleasant, helpful and professional manner, direct all incoming calls to appropriate party promptly and efficiently, accurately recording messages and reliably passing messages to recipient in a timely manner.
12. Greet visitor graciously and in a professional manner, create a good personal image through a neat, clean, business – like professional appearance and a positive, cheerful attitude.
13. Meeting with Top Level Management and generate business for Management Program and provide Business Solutions for Management.
14. Advisor for Management Programs for different organizations
15. Research Analyst for Management Programs
16. Program Advisor for Management
17. Content Writing- Management Programs Content Design
18. E-Mail Marketing – Prepare E-mail templates and share the mails to different sectors

Company: Vivo (Rui Chuang Technology Pvt. Ltd)

Designation: Area Branding Manager

Responsibility:

1. Brand Management – To Manage and build up Strategies for Marketing include Live Events and Branding.
2. Brand Strategies – (ATL & BTL) To Prepare Marketing plan along with Budget allocation for Different Area. Prepare Strategies for Marketing Projects like Standard Guidelines for Branding.
3. Brand Awareness - To Create Brand Awareness in market (in the mind of customers).
4. Brand Communication – To Communicate with Marketing and Sales Team regarding the follow up for pre and post plan work status in market and to solve the problems.
5. Dealing with Retailers and Distributor – Meeting with Dealer for detailed discussion about the product, customer feedback about the product and Competition Product sale and any Branding Requirement
6. Brand Positioning
7. Lead Team- Motivate Team to give Branding Sales Result
8. Sales Analysis - Sales Data Analysis
9. Presentation for Sales and Branding
10. Budget Control and Utilization – Distribute the budget ASM and Area Wise.
11. Strategic Planning Marketing of Area
12. Branding Decision maker Check design and Quotation provide approval or rejection status
13. Market Visit – Travel all over Gujarat and meeting with dealers and distributors.
14. Agency Management – Work on Branding Machine and Production Analysis of Branding Material and make production plan based on Machines Capacity. (HP Latex, Epson) etc.
15. Handling Whole Surat and South Gujarat Team – Handling Branding more than 30 Team members including Sales Team.
16. Other Responsibility (Solution Provider)

Experience: 1.9 years

Summer Intern, Bajaj Finserv Limited, Ahmedabad (1st April 2016- 30th June, 2016)

I have worked on project about the product of Bajaj Finserv, Stock Performance, Trend of Asset, Trend of Revenue, Trend of Profit, and Relationship between Asset, Revenue, Profit and Stock return.

I have worked for the Bajaj Finserv Limited with following key responsibilities,

☒ receive training and perform duties in several departments, Marketing, Finance, Customer Service, Sales and Operation (Sales Force Management)

☒ Sales Target (Login of Customers)

☒ Administrative work

☒ Maintain the customer relationship

☒ Learn line and staff function

☒ Set Performance goal and objective with management

☒ Manages Direct Sales

☒ Gain area of Customer Service, Marketing Merchandise and Sales

Achievements

- Attend the **National Education Policy Conference (2020)** received the Certificate.
- Attend the **Franchise India Virtual Expo** for more than 500 brands all over the world and received a certification.
- From Rui Chuang Technology Pvt.Ltd Received the Best Performance Certificate in All Over Gujarat
- 1st Runner up for Quiz at Youth Festival from Gujarat University
- 1ST Runner up for Debate at Youth Festival from Gujarat University
- Champion at RAJIV GANDHI GOLD CUP (LIVE)

- Runner-up ALL INDIA CTFI TROPHY (D.D SPORTS LIVE)
- Selected in MAGICAL VOICE OF INDIA Top 65 from Zonal Level INDIA

- Played VOLLEYBALL at REGIONAL LEVEL

Extra-curricular Activities

As a coordinator of sports club in school, represented our school at Regional Level Volleyball team. Coordinator of sports committee of **SHANTI BUSINESS SCHOOL till 1st semester.**

Skills and Languages

- Skills- MS Word, MS PowerPoint, MS Excel , SPSS
- Languages – English, Hindi, Gujarati