

Pursue opportunities in Key Accounts Management in Dubai, UAE, leveraging expertise as a Strategic Account Manager.

CONTACT ME AT

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CORE COMPETENCIES

- Strategic Account Management
- Negotiation & Contract Management
- Cross Functional Collaboration
- Market and Industry Knowledge
- Revenue Optimization
- Brand Strategy Execution
- Promotional Campaign Design
- Client Relationship Cultivation
- Sales Fundamentals
- Product Portfolio Alignment
- Market Reach Expansion
- Pricing Negotiations
- Inventory Management
- Collaborative Teamwork

SOFT SKILLS

Negotiation & Conflict Management	Team Building & Interpersonal Skills
High Business Ethics & Integrity	Analytical & Problem Solving
Effective Management Skills	Communication & Collaboration

PERSONAL DETAILS

- **Language Known:** English, Hindi
- **Current Location:** Muscat, Oman (Valid Driver's License in Oman)
- **Hometown:** Jaipur, India

KARTIKEYA ARORA

PROFILE SUMMARY

- **Demonstrating over 3 years of proficiency in managing key accounts** within the consumer goods sector for P&G's key account portfolio.
- Currently **managing the country's central account**, ensuring nationwide alignment of strategies through cohesive teamwork.
- Navigated negotiations, **ensured contracts are being followed as per SLAs & conducted competitive analysis** as per the requirement.
- **Managed key account portfolios**, ensured seamless distribution, strengthened trade presence & facilitated growth via implementation of strategies for business expansion
- Proficient in **driving revenue growth through effective sales and negotiation strategies**, with a track record of optimizing sales fundamentals & promotional campaigns to achieve business objectives.
- **Achieved an increase in sales revenue for the central account** by driving growth through new product launches & expanding product portfolio and market reach.
- Implemented, supervised & reported the effectiveness of all **trade marketing programs to ensure increased product availability & visibility** across key trade channels for all the entire portfolio of product categories thereby resulting in incremental sales.
- **Training and Leadership:** Led the skill development for all categories/channels and executions towards realizing the full potential of brands.
- Proficient in **SAP and BI** contributing to data driven decision making.
- Completed **multiple academic projects on Influencer Marketing, Digital Marketing with development of marketing strategy.**

WORK EXPERIENCE

Jan'21 – Till Date: Khimji Ramdas LLC., Muscat, Oman as Key Accounts Manager  
(Division: Procter & Gamble, Oman)

Role:

- Streamlining management of P&G's brand portfolio at the central level, ensuring uninterrupted supply chains and meeting client demands consistently.
- Directing distribution operations, strengthening trade presence, and propelling growth through new product launches, expanding the product portfolio and market reach.
- Leading pricing negotiations, enhancing profitability while maintaining client satisfaction.
- Partnering with trade marketing teams to craft and implement impactful promotional campaigns seamlessly.
- Performing sellout share analysis, developing strategic plans to gain market share and analyzed competitor's performance to choosing the right product strategy
- Consistently performing thorough account assessments to assess performance, identifying growth opportunities, & proactively resolving customer inquiries and issues.
- Implementing a pricing negotiation strategy that resulted in an increase in profitability while maintaining high client satisfaction levels, contributing to company's bottom line.
- Leading successful management of non-performing inventory, minimizing write-offs and optimizing value through strategic collaborative efforts, resulting in cost savings and improved inventory management practices.
- Developing trust relationships with a portfolio of major clients and acquiring a thorough understanding of key customer needs and requirements.
- Ensuring correct products & services are delivered to customers in a timely manner.
- Acting as a link of communication between key customers & internal teams as per brands.
- Resolving any issues / problems faced by customers & dealing with complaints.

INTERNSHIP

Apr'19 – Jun'19: CoHo, Delhi NCR as Operations Intern

EDUCATION & CERTIFICATIONS

- Master of Business Administration (MBA) – Marketing & Analytics from Great Lakes Institute of Management, Gurgaon | 2018-2020
- Bachelor of Technology - Electrical & Electronics Engineering from Manipal University, Jaipur | 2013-2017
- Completed Tableau Workshop in Data Visualization