VARUN ACHARYA contact no: +91 7506735654/ +91 7718826445

Email: varun.acharya13@gmail.com

# “Sales and Marketing professional seeking management position in Marketing Operations/ Business Development with a leading organization of repute”.

**PROFILE SUMMARY:**

**A competent professional with over 5 years of experience in:**

|  |  |  |
| --- | --- | --- |
| * **Marketing Operations**
 | **Key Account Management** | **Event Management** |
| * **Business Development**
 | **Channel management** | **Graphic Designing** |
| * **HORECA Sales**
 | **B2B Sales** | **Team Management** |

# ORGANIZATIONAL EXPERIENCE:

**Since Dec 2021 with Raw Pressery Private Limited (Wingreens World) as Area Sales Manager- Institutional Sales**

# Roles & Responsibilities

# Identifying and developing HORECA & Institutional customers like 5 Stars & other hotels, Restaurants, Cafes, QSR, Corporate canteens, Cinemas, Hospitals, Corporate Gifting, Airport, Highway outlets, Theme Parks etc.

# Liaising with Purchase Managers, Chefs etc. to meet their requirements.

# Responsible for end-to-end sales: Lead Generation to closure and post closure relationship management.

# Managing and tracking business trends of Key Accounts like Mumbai Airport, Cinemas and QSR’s.

# Daily reporting of the team of PSRs to ensure daily order flow and optimum visibility at every touch points.

# Handling HORECA and Corporate canteen distributors

# Getting involved in ideation and curation of offers for maximizing the order value.

# Forecasting the stock requirements and keeping a track of the stock in hand to reduce any wastages.

# Liaising with Logistics & Warehousing team for timely deliveries .

# Account Reconciliation & timely payment follow ups.

# Track Revenue Growth

# Top customers: Litebite, Saptagiri, PVR, Subway, Sodexo, TFS, Devyani, Marriott Hotels, Taj Hotels etc.

**Since Mar 2021 – Dec 2021 at Alliances Galore as Business Development Manager**

# Roles & Responsibilities

* End-to-end tasks from strategically planning partnerships, pitching, negotiations, deal closure, liaising with various teams, analysis and reporting. Revenue-related roles like - final billing, invoicing and collections is a key responsibility as well.
* Carry out regular market research and competitive analysis to identify new merchants for exclusive partnerships.
* Conceptualizing customer engagement & loyalty programs for clients across Banking, Airline, Telecom & Retail sectors.
* Managing International projects especially for the banking clients for their FOREX program/card offerings.

# Since Jan 2020 to Feb 2021 with Kotak Mahindra Bank ltd as Deputy Manager – Corporate Salary

**Roles & Responsibilities :**

* Identify prospective new corporate for starting salary relationship, build a pipe line and acquire new salary deals of quality corporate.
* To ensure sourcing of quality accounts with a clear focus to acquire accounts of senior management of the corporate
* To identify key corporate officials / CXOs across all departments including HR, Finance, Admin and make an action plan to source their accounts under managed programs
* To create strong visibility for the bank in the corporate premises by ensuring the brand and product suite is displayed at key areas within the corporate premises
* To empanel good quality & premium corporate for banking requirement, with primary focus on its employees salary account
* People Management, Handle a small team of Relationship Officers and get them to perform and deliver at their best
* To Collaborate with the marketing team to build sales promotions and product communication
* Planning branding Activities and Retail Visibility Program
* Drive BTL activations and sales promotion events.
* Brainstorming and implementing event plans and concepts

# Since Jan 2018 to April 2019 with Infoedge india ltd (Naukri.com) as Sr. Executive- Corporate Sales

## Roles & Responsibilities:

* Identifying business opportunities by identifying prospects and evaluating their position in the industry; researching and analyzing sales options
* Develop & implement a sales strategy to achieve organizational sales goals and revenues.
* Assist with the development of sales presentations and proposals.
* Develop pricing schedules and rates.
* Responsible for overall sales collection and business development.
* Providing Customized Solutions to Clients across domain & segments.
* Handling Negotiations/ Closing Orders.
* Maintaining client relationship/ Up Selling and Cross selling.

# Since May 2015 to April 2016 with Universal Hunt Pvt Ltd as Business Consultant

## Roles & Responsibilities:

* Sourcing resumes from different job portals as per the requirement from ClientCompany
* Developing a good understanding of client companies, their industry, and their work culture and environment.
* Headhunting - identifying and approaching suitable candidates.
* Briefing the candidate about the responsibilities, salary and benefits of the job in question.
* Organizing interviews for candidate as requested by theclient.

# KEY PROJECTS:

**Since May 2017 to August 2017 Internship with Frootle India as Marketing & Operations Executive**

## Roles & Responsibilities:

* Opening **New Retail Accounts** ( Premium Kirana Stores, HORECA Sales .etc)
* Handling Key Accounts ( Modern Trade Stores such Hypercity, Big Bazar etc)
* Setting up and installation of Juice Vending Machines at the stores.
* **Managing the inventory** at the Stores
* Solving the Operational Problems at the Stores.
* Handling **Customer Queries**.
* Planning branding Activities and **Retail Visibility Program**
* To handle **BTL activation**, **marketing**, budgeting and promotional activities.
* Assisting in the development of various **marketing collaterals.**
* **Market visits** on a regular basis for understanding the new trends and **competitor analyses**.
* Writing **social media** copies, posts and stories.
* Assisting in various **brand promotion activities**.
* **Managing vendors** at different levels of the business.
* **Managing a Team** of Sales Promoters
* **Training** and doing a thorough knowledge check of the sales promoters
* Reviewing the Daily Sales Report.
* Liaison between the Production Department and the On Field Sales Team.
* Assisting on the production floor for timely order fulfillment.
* Ensuring 100% Recovery of Payments from the clients.

## Projects handled in Kotak Mahindra Bank ltd

* PSU/ Government sector penetration; Successfully cracked the deal of **New India Assurance** for salary relationship.
* Managed the Kotak 811 account opening campaign during lockdown due to Covid-19 pandemic and ensured maximum penetration in terms of value through different cross sell propositions.

## Projects handled in Infoedge India ltd (Naukri.com)

* Revival of Lost Accounts/ Businesses; Successfully revived 15 lost accounts which contributed a 30% growth in the business revenue.
* Alternate ways of lead generation: Articulated alternate ways of **lead generation** through linkedin, other job portals and mass mailing activities.
* Area revenue growth campaign: Achieved **120% growth** in terms of revenue from the assigned area in **Q2 FY 2018-19**.
* Handled Key accounts such as **Rajesh Life Spaces**, **Mobicule Technologies**, **Invisalign**, **International Airport Hotels, Equity Packaging etc**

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## ACADEMIC DETAILS

* MBA/MMS- Marketing from Atharva Institute of Management Studies, Passing Year 2018
* BMS – Marketing from M.L. Dahanukar College of Commerce, Passing Year 2015

## EXTRA CURRICULAR

* I individually run an Instagram page by the name of h.o.p.e\_ with more than 1300 followers through which I share motivational quotes, other social media content and also conduct charity events.
* District level shot put champion during 2006 -09.
* Huge interest in playing guitar and listening to music.

## PERSONAL DETAILS

* **Full Name**: Varun Murlidhar Acharya
* **Address**: B-202, Divya Srushti Chs ltd, Gaurav Garden Complex, Bunder pakhadi road, Kandivali west, Mumbai 400067.
* **DOB:** 13th May 1994
* **Nationality:** Indian
* **Passport no:** Z4747739
* **Laguages Known:** English, Hindi, Malayalam, Marathi, Gujrathi, Tamil.