

AMIT KUMAR KAIM

Senior Professional: Marketing/ Business Development

~Striving to upgrade knowledge and practices to retain excellence in the professional brief~

PROFILE SUMMARY

Key Skills

Sales and Marketing

Business Development

E-Commerce/Digital payments

Account Management (SME and Corporate)

Client Servicing

Launching and setup

Merchant Engagement

Digital Sales

Business Alliance /partnership

Vendor Development

Catalog management

Digital payments

Certifications

Google Ad-words Certified

Google Analytics Certified

Google Digital Unlock Certified

- A competent professional with **nearly 13 years** of rich and extensive experience
- Experience in **defining and implementing online sales strategy and technique to establish marketing goals**; understanding client's needs and tailor products to meet client requirements; creating innovative ways to build business from individual accounts
- Enabled **significant growth and sustainable brand differentiation** through strategic & creative leadership and successful brand communications programs
- Excellence in **implementing winning go-to-market strategies** for new product launches, product line extensions & product management/marketing initiatives
- **Experience in launching and setting-up new cities and Markets**
- **Received a certificate for best team member for two trimesters (snapdeal.com)**
- Led the branch towards being awarded as the **Best Branch at an All India Level at India Mart**
- Recognized as:
 - **A Pillar of Success of Month** of Oct'10
 - **Best Assistant Manager** of the week in Apr'11
- Played a key role in developing, **implementing and executing marketing initiatives** and activities for assigned brands including campaigns (print, web, social media, broadcast, so on), events, corporate responsibility programs and sponsorships
- **Exceptional communicator with a consultative sales style**, negotiation skills, exceptional problem solving skills and a keen client needs assessment aptitude
- **Capability to sustain a positive work environment** towards the accomplishment of organizational goals

ORGANISATIONAL EXPERIENCE

July 2020 to till Date Gmerd.in As Sales Manager Delhi location

- Responsible to Onboard new vendors on Amazon.in/Amazon.com Flipkart.com,Myntra.com,Shopcluse.com,Snapdeal.com,paytm.com and Ebay.com
- Responsible to products cataloguing services and sales growth.
- Business growth and products marketing by paid ads BY Adwords, Facebook or Marketplace ads
- Responsible to sales growth and Account management services
- Helping to setup new Account and market development.
- Managed tie-ups with brands & private label brands for the company for /on-boarding brands
- Work towards client acquisition for our monetization programs and properties. Pitch, close and manage deals with major clients
- We find the Vendor by cold call / market drive/online /tradeshaw or offline directories
- Few of Our clients :- Zavira telecom, Molife lifestyle, Ambrance, Swiss beauty, Pink line, Pringles appliances, clothopidea, DND, Shagun gold, Khadi organic, Kiddi villa toys, Gems sellers, steal the deal,Silver art seller, Tea & india, Saragika furnishing, Geeta rugs, Amardeep chairs, and Many more...

Jan-2020 to Mar-2020 : Arzoo.com As City Manager sales Delhi location

- As City Manager responsible to Map new enterprises clients to company portfolio.
- Managing Bulk buying mobiles and electronics appliances from Direct from **OEM/supers distributors** and sell to our clients directly By **O2o**
- Work with team and providing on-board support to our vendors
- Managed tie-ups with brands & private label brands for the company for /on-boarding brands
- Manage the relationship with OEM partners in Consumer Durable and Mobile category
- On boarding new vendors on different category & Products Sourcing for Bulk buying and supply
- Manage E commerce products Cataloguing and order processing

Dec 18 to Dec-19: One 97 Communication Ltd (Paytm) As Enterprises sales manager

- As business Manager responsible to Sell EDC /POS/Billing Solutions in My respective location
- Manage tie up with OEM, find New brands & products, providing cataloguing support & engage sellers by training and products new products mapping.
- Taking care of Uttarakhand location for new sales development
- For business growth provide payments solutions by pay tm products like EDC /Billing POS /QR codemapping
- Manage the relationship with Client / partners of Consumer Durable
- Responsible for monthly target achievement and sales meeting with team , training , client servicing

Mar'17 to Dec 2018 : Pine Labs Private Limited, Delhi as Deputy Manager Me vertical

- Monitoring Merchant lifecycle team in Delhi/ NCR
- Managing merchant engagements and business partnership with brands
- To identify new partnerships, leverage mutual strengths and achieve ambitious results for both the stakeholders.
- Tie up with OEM for Brand Emi and close work with engineering team for process flow process
- Building up a team of sales, customer service and operations to specialize and perform specific job functions and constantly train the team on product developments and team mentoring
- Analyzing the various target markets, competition analysis and accordingly planning outreach programs
- Executing all the direct marketing campaigns which is one of our core marketing strategies
- Providing Business loan (NBFC) to our existing clients also responsible to find new clients in my location.
- Utilizing customer relationship management software within the business line to effectively develop and managing Business relationships

Few of my Clients:

Bikanerwala, SpiceJet Limited, HSIL Limited, Cars 24 Services Private Limited, HT Media Ltd.
Bigwong hospitality, Store 99, Kent Ro , Value bazaar , Wave cinemas ,Lg , Mobile Dealers , Laptop dealers

May'14 – Mar'17: Jasper InfoTech Pvt. Ltd., Gurugram as Deputy Key Account Manager

- Generate Vendors' for **Fashion / Home / Electronics** category and manage and provide full support in term of cataloguing , photo shoot , Product coding , online listing and create offer
- Close work between Vendors and company to manage their offers and promotions to increase sell
- Worked as a team member, managed tie-ups with brands & private label brands for the company
- Organized meetings with branded and private label brands, distributors & dealers
- Imparted training to the vendors to understand process to upload products, price and inventory
- Experience in launching and setting-up new cities and markets
- Work directly with the founding team of the company

Brands: Noble Led, Wyber Led, IFB, Cartable, Adriano Shoes, Action Shoes, F&D, Neelkamal, Amerdeep chairs ,chair wala , little nap , hi5 seating , marc , mc brown, ladki, story @ home and many more including all major categories and brands

May'08 – Jun'11: India Mart Intermesh Ltd., Delhi as Sales Manager

Role:

- Managed direct sales in Delhi/ NCR as well as sales through existing business partners and developing new businesspartner to increase the sales
- Trained team members on product and sales concepts and ensured the achievement of team sales targets
- Supervised payment collections and followed-ups with the team, developed PR with clients for better and smoothworking of team members
- Utilized STS system and MS-excel as main tool for cases execution and completion
- Majorly Deal with Manufacturer and exporters, importers and wholesalers, those want to sell there products online and also get business query from other country and state .

ACADEMIC DETAILS

Bachelor in Computer Application (BCA) from IGNOU in 2006

Date of Birth: 23rd July 1986

Languages Known: English and Hindi

Present Address: 101 A Pandav Nager, Opposite Mother Dairy, Delhi-92