

ARVIND KATOCH

Marketing & Business Manager

Arvind Katoch is a true mastermind when it comes to building successful Business Plan, Penetration of new market, operational & Research work. Multi-talented Inside & Outside Sales and PR Representative driven in selling quality products and services to customers of all backgrounds and needs. His extensive experience and expertise in Finance operational and research work. A Successful record of sales accomplishment in multiple sectors and motivated to further succeed in Finance & Marketing Domain. Impressive history of penetrating new markets and expanding account base.



Work History

2022-08 -
Current

Business Manager

ACE Online , Hyderabad

- Looking Pan India B2B Market in terms of generating demand and fulfilling supply to business.
- Leading north india market in shape of Building P.R, Assigning daily Marketing activities to team for generation of leads and Brand promotions along responsible for direct revenue generation in B2C Channel.
- Responsible for preparation of budget and planning of execution to run an marketing campaign and day to day operational and Branch management activities.
- Handling content creation for running of email and whats app campaign.
- Performed client research and identified opportunities for account growth, account penetration and market expansion.
- Suggestion for new project launch in market
- Organized promotional events and interacted with community to increase sales volume.
- Recruited, interviewed and hired employees and implemented mentoring program to promote positive feedback and engagement.

2021-01 -
2022-08

Marketing & SALES Engineer

SKILL-LYNC, HYD, Hyderabad

- Conducting webinars and seminars with universities, colleges, institutes to generate revenue.
- Converting pre-qualified leads with existing customers by using upselling tactics and ensuring



Contact

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Skills

Highly motivated and Positive individual with great teamwork



Advanced

Organizational and Communication skills.



Advanced

Customer service master and Efficient problem solver.



Advanced

Emotional Intelligence



Advanced

Relationship building and management



Advanced

Analytical, Critical & Problem Solving Skills.



Advanced

Vendor management



Advanced

Operations



Advanced

**2021-05 -
2021-11**

great customer experience.

- Ensuring Sales, Finance and legal policies and procedures.
- Coach, train, evaluate and monitor subordinate's performances
- Build an open communication culture inside team.
- Developed focused strategies for acquiring retaining and growing select clients.
- Exceeded targeted sales goals through continuous pursuit of new sales opportunities and expert closing of customer deals.

DEPUTY MANAGER (RELATIONSHIP MANAGER)

AXIS, BANK LIMITED, JAMMU

- Create and enforce plans that will help meet the needs of customers
- Developed highly empathetic client relationships and earned reputation for exceeding service standard goals
- Create strategies and work with clients to boost their brand
- Become familiar with competition to stay ahead of them
- Manage client portfolio and providing them efficient service at single point of contact
- Raising bank book size of branch with new clients
- Cross-selling the retail branch banking and third-party products to generate revenue

**2019-05 -
2021-04**

Assistant Manager

HDFC, CHANDIGARH

- Responded to customer requests, offering excellent service support to Indian and overseas clients in terms of Forex currency exchange load and reload of Forex transfer.
- Handled shift calls, signing up new customers, retrieving customer data, presenting relevant product information and cancelling services on requirement.
- Create and maintain a pipeline of business like

banking sales,
create opportunities/relationship through multiple
prospecting/
business development techniques.

- Supported the banking by maintaining strong relationship, banking culture through on-going customer contact, quality customer service and superior product knowledge.
- Developed loyal and highly satisfied customer base through proactive management of team customer service strategies.

Education

**2017-05 -
2019-05**

MBA: Marketing & International Business

School of Business, Chandigarh University - Chandigarh

- Completed MBA with 7.83 CGPA
- Awarded for Coordinating university level events like Creators 2K17, Unicus 2K18.
- Selected in campus placement drives.
- Class representative in university events.

**2014-05 -
2017-05**

BBA: Business Management

Pacific University - Udaipur, Rajasthan

- Received Scholarship from Central Government of India
- Completed BBA with 68% of aggregate.
- Elected President of College Event Coordination.
- Member of Rotaract Club.
- Awarded in All Cultural & Other Co-curricular activities.

**2011-03 -
2014-03**

High School Diploma

Jammu & Kashmir Board of School Education - Jammu

Accomplishments

Green Supply Chain Management A Review and Research Oversight:

- The purpose of this study is to briefly review the recent literatures of the GSCM and also determine the new direction area of this emerging field.

- The research direction will be focus on ISO 14001 certified manufacturing firms in Indian context in order to extend the study about GSCM in more depth.
- ISO 14001 certified firms will be focused because they are expected to be involved in the adoption of GSCM practices.

Summer Training: A study of out-bound supply chain

At Hindustan Coca-Cola Beverages Private Ltd - June 2018 to July 2018

- Understand consumer preferences for product and satisfaction level of consumers in different product services.
- Ensuring proper supply chain of products based on requirement in territory.
- Order punching and taking feedbacks and building new customer's
- Find out pitfalls of the product and to suggest proper remedies for the product.



Certifications

AI Tools Mastery Program for Marketing and Business Operations & Research Management Ongoing...
 Certification of Workshop Completion on CHAT-GPT & AI Tools

Online certification of Digital Marketing basic course

Online certification of Operation Management

Online certification on How to do Social Media Marketing for Business

All India Inter University Shooting Championship 2017.

Played All India Inter University Shooting Championship 2016

Frequently awarded Star Performer under Star Service Excellence by HDFC.

Participated in National Level Workshop of Developing Emotional Intelligence.

Attended National Integration Camps