

# CURRICULUM VITAE

AAKARSH SHARMA

Address: H. No.20 L-block, Shastri Nagar

Meerut Pin -250004

Contact No: +91- 9871189282

E-mail: [aakarsh.sharma@gmail.com](mailto:aakarsh.sharma@gmail.com)

## **CAREER OBJECTIVE:**

- ❖ To work in an organization that provides an opportunity to gain acquaintance and experience.
- ❖ Wish to optimally utilize my potential and add value to the organization.

## **ACADEMIC QUALIFICATION:**

- ❖ Passed MBA in Marketing from Sharda University, Greater Noida in 2017.
- ❖ Passed BBA from BEACON Institute of Technology, Meerut in 2015.
- ❖ Passed Intermediate from CBSE Board in 2011.

## **KEY SKILLS:**

- ❖ Good analytical skills and hands on knowledge of analytical tools
- ❖ Detail oriented
- ❖ Negotiations skills
- ❖ Purchase forecasting
- ❖ Proficiency with MS-office suite
- ❖ Quality standards and assessment

## **EXPERIENCE:**

- ❖ November 2021- October 2024

Product head at Mayank Traders, Meerut

- Handled a team of 3 product managers
- Ensuring smooth set up for new product in the assembly
- Ensuring timely procurement of required raw materials by keeping the purchase department in the loop
- Assisting the purchase department in procuring best material at optimum cost for the final product by asking for samples and assessing the material procured is of set standard
- Keeping an eye for new vendors in market
- Allocating work and managing the product team, giving timely training and information for better quality assessment of the material
- Setting Performance metrics for the team.
- Analyzing the market geographically and economically and modifying our product strategy for better penetration. And staying ahead of the competitors

❖ September 2019-October 2021

Product Manager at Mayank Traders, Meerut

- Planning the product according to trends and demand of the consumer
- Pricing and costing of the product to be manufactured
- Raw material sourcing, assessment and quality check
- Vendor management
- Identifying Market trend and consumer preference
- Resource allocation
- Tracking and identifying competitors and their strategies to stay ahead of them
- Production analysis on monthly basis
- Sales tracking and controlling production accordingly
- Packing and labeling
- Demand forecasting and timely order generation to the purchase department

❖ April 2018- August 2019

Marketing Manager at Mayank Traders, Meerut

- Handled a team of 4 members
- Allocating work, market areas, defining market plan to the team.
- Creating marketing tools, brochures, portfolios, color shade cards and palette.
- Identifying market trends and aligning marketing strategies with organizations goals.
- Identifying consumer preferences and gather data on demographics to tailor marketing strategies for specific consumer base.
- Supporting top management with finding new market trends and tapping new product to market to the specific consumer base.
- Market analysis to have an edge over our competitors.
- Budget forecasting and resource allocation.
- Recruitment and training new hires to build a high performing team.

❖ September 2017 – March 2018

Marketing trainee at Mayank Traders, Meerut

- Client acquisition through cold calling, emailing and meetings, assuring them about the quality of product and giving them a competitive price.
- Finding new territories through online and offline search, listing it and working on the pitch for the sales team
- Client retention by making sure that all their needs are fulfilled and timely delivery of product. Assuring all the help they need if any problem arises.
- Managing Accounts, payments and credit period
- Follow up with clients and giving after sales service.

❖ June 2016 to August 2016 – Internship Program – Garware Polyester Pvt. Ltd.

**PERSONAL PROFILE:**

Father's Name:                   :           Mr. Avinash Sharma

Date of Birth : 09/02/1993  
Marital status : Married  
Gender : Male  
Nationality : Indian  
Languages known : Hindi, English

I here declare that the above information is correct to the best of my Knowledge.

**Date:**

**Place:**

**(AAKARSH SHARMA)**

