

NITIN JAISWAL

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Sector 62, Noida, Uttar Pradesh, India

PROFILE

Highly organized and motivated sales and marketing manager with 6+ years of extensive experience in developing and managing successful sales and marketing. Proven record of driving revenue growth and leading successful sales and marketing campaigns.

CORE COMPETENCIES:

- Sales Strategy & Planning
- Revenue & Profit Growth
- Market Research & Analysis
- Product Promotion & Marketing
- Client Relationship & Retention
- Team Leadership & Development
- Brand Awareness & Positioning

PROFESSIONAL EXPERIENCE

Eastern Mills Private Limited

Apr 2023 – present | Noida, India

Senior Sales and Marketing Manager

- This company specializes in making textile and home furnishing products and is a premier manufacturer. and I excel in driving B2B sales, B2C Sales, corporate sales, and digital sales with my expertise and dedication in achieving outstanding results.
- Spearheaded lead generation efforts, utilizing various channels including cold-calling, email marketing, social media, and networking events.
- Developed and executed strategic marketing plans, boosting brand visibility and market share by 20%
- Collaborated with cross-functional teams to optimize product offerings, leading to a 15% improvement in customer satisfaction and retention.
- Conducted regular market analysis to identify emerging trends and competition, enabling agile decision-making and staying ahead in the market.
- Cultivated and maintained strong relationships with key clients, resulting in a 20% increase in repeat business and new business referrals.
- Implemented innovative sales strategies, including upselling and cross-selling techniques, contributing to a 20% increase in average transaction value.
- Coordinated marketing campaigns, including social media and email marketing, leading to a 20% increase in website traffic and engagement.
- Streamlined the customer journey, enhancing user experience and reducing cart abandonment rates.

Intanzible Inc.

May 2022 – Mar 2023 | Noida, India

Senior Sales and Marketing Manager

- This company specializes in providing digital marketing and IT solution services. and I excel in driving corporate sales, and digital sales with my expertise and dedication in achieving outstanding results.
- Implemented innovative lead generation tactics resulting in a significant increase in the sales pipeline.
- Implemented data-driven sales strategies resulting in a 20% increase in overall sales revenue.
- Mentored and led a high-performing sales team of 6 members.
- Developed strong relationships with key clients and strategic partners, leading to a 15% increase in customer retention and repeat business.
- Oversaw end-to-end marketing campaigns, leading to a 40% rise in brand awareness and a 25% increase in customer engagement.
- Analyzed market trends and consumer insights to develop effective marketing strategies, resulting in a 30% growth in customer base.

BPE Innovations Pvt. Ltd.

Jun 2021 – Apr 2022 | Ghaziabad, India

Sales Manager

- This company specializes in making consumer electronics and sanitaryware products and is a premier manufacturer. and I excel in driving B2B sales, channel sales, corporate sales, government sales, and digital sales with my expertise and dedication in achieving outstanding results.
- Master in identifying and nurturing potential leads through targeted campaigns and strategic prospecting.
- Implemented innovative lead generation tactics resulting in a significant increase in the sales pipeline.
- Collaborated with marketing and sales teams to optimize lead quality and conversion rates.
- Developed and executed persuasive sales strategies that accelerated revenue growth.
- Utilized upselling and cross-selling techniques to maximize customer lifetime value.
- Empowering leader with a track record of building and managing high-performing sales teams.
- Proficient in formulating and executing comprehensive marketing plans to enhance brand visibility.
- Oversaw successful product launches and promotional campaigns, resulting in increased market share.
- Monitored marketing analytics to optimize ROI and adjust strategies for optimal performance.
- Cultivated strong relationships with key clients and strategic partners to drive business growth.

Divya Industries

Jun 2017 – Mar 2021 | U.P. West, India

Sales Manager

- This company specializes in making FMCG goods, essential oils, chemicals, etc., and is a premier manufacturer. and I excel in driving B2B sales, and channel sales with my expertise and dedication in achieving outstanding results.
- Spearheaded lead generation initiatives, resulting in a significant increase in qualified leads.
- Developed and executed targeted marketing campaigns to reach potential clients and expand market reach.
- Implemented lead-scoring techniques to prioritize prospects and optimize the sales process.
- Achieved consistent sales growth, surpassing quarterly targets by an average of 20%.
- Leveraged strong negotiation and closing skills to secure high-value deals with key clients.
- Conducted in-depth market research to identify customer needs and tailor solutions accordingly.
- Developed and executed comprehensive marketing strategies, leading to a 30% increase in brand visibility.
- Spearheaded the launch and management of the company's e-commerce platform.
- Leveraged market research and consumer insights to tailor marketing campaigns for maximum impact and ROI.

EDUCATION

Master of Business Administration

2015 – 2017 | Lucknow, India

Dr. A.P.J. Abdul Kalam Technical University (UPTU)

Bachelor of Pharmacy

2010 – 2014 | Jaipur, India

Rajasthan University of Health Science

LANGUAGES

English



Hindi



CERTIFICATES

- Digital Marketing
- Marketing Strategy
- Customer Relationship Management
- International Business Management
- Sales Development
- Business Startegy Management
- E-Commerce Management
- Online Sales Management