






## Sharan Arora

 5A-43, N.I.T. Faridabad, Haryana (121001)

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 sharan.arora.cn@gmail.com

### AWARDS & RECOGNITION

- Awarded for best planning and executing scheme for retailers, which increased the visibility and sales in retail market.
- Recognized for best execution in cricket stadium.

### SUMMER INTERNSHIP

**PROJECT TITLE:** Customer & Competition Mapping for Big Bazaar Rohini (Future Group)

- Customer feedback survey in store.
- Getting deals for Big Bazaar Profit Club Card (BBPC).
- Catchment study in Rohini, New Delhi
- Assisted staff in selling BBPC.
- Assisted Visual Merchandiser.

### ADDITIONAL PROJECTS

- 1 Month Snapdeal.com Product mapping with competitors
- 3 Months Jobintex.com Handling the backend database.

### PERSONAL DOSSIER

Making life beautiful

**Date Of Birth:** 23rd Nov 1992

**Nationality:** Indian

**Linguistics Abilities:** English, Hindi & Punjabi

 [LinkedIn.com/in/sharan-arora-bb8590b3](https://www.linkedin.com/in/sharan-arora-bb8590b3)

### CAREER OBJECTIVE

Secure a responsible career opportunity to fully utilize my training and skills, while making a significant contribution to the success of the company.


### PROFESSIONAL EXPERIENCE

 VARUN BEVERAGES LIMITED - PEPSICO BOTTLER  
Area Manager - Marketing Development - Nov 2021 - till present

#### Key Responsibilities


- Managing trade marketing for entire Haryana.
- Training & Development of Frontline Sales/Marketing force for better execution.
- Marketing Initiatives / A&M Fund Management.
- Monthly FMO Tracking and Achievement for Sales Development
- Handling Key Accounts and stand alone modern trade.
- Planning and making strategies to launch new products.
- Planning and executing sales using multiple strategies.


 EXTRAMARKS EDUCATION INDIA PVT. LTD.

 Business Development Manager-June 2020 to July 2021

#### Key Responsibilities

- Managing a team of 15.
- Developing optimal strategies to generate business.
- Training individuals on lead canvassing to expand business.
- Building strategies to achieve bi-monthly targets.
- Curating individuals to become a team player and future leaders.
- Ensuring CRM (**Salesforce**) hygiene is maintained by all BDE.

 THINK & LEARN PVT. LTD. (BYJU'S - THE LEARNING APP)

 Associate - BD from Dec 2017 to May 2020

#### Key Responsibilities

- Profiling leads and connecting them on a weekly basis.
- Fixing ample amount of quality appointments in order to have a meeting.
- Meeting and presenting the aspects of BYJU'S Application to the end user & closing the sales.
- Ensuring proper committed services provided to the customers.
- Generating referral leads from existing customer base and re-generating further business.
- Map - wise business expansion of target markets and outskirts of the cities as well. (Pre-dominantly expanded Akola, Amravati and allied territories).


 DUDHI INDUSTRIES PVT. LTD.

 B2B sales from April 2017 to Oct 2017


#### Key Responsibilities

- Responsible for generating sales through key accounts such as Architects, Contractor, Builders Corporate and Project Management consultants and local dealers.
- Maintaining the relationship with existing customers.
- Developing Verticals Prospect (Identifying and generating Prospect from New customers, Projects) at the National and Domestic levels.
- Tracking the usage of competitive products in the vertical.
- Identifying areas for expanding usage of gypsum based products or solutions in the defined vertical.
- Research on new products to be launched.

### ACADEMIC CREDENTIALS

 **Masters in Business Administration (2017)**  
IBS Hyderabad - ICFAI University

 **Bachelor of Computer Application (2014)**  
Trinity institute of professional studies - GGSIPU

 **Higher School Certificate (HSC) (March 2010)**  
DAV Public School -Faridabad from CBSE Board

 **Secondary School Certificate (SSC) (March 2008)**  
DAV Public School -Faridabad from CBSE Board