**Ajit Kumar Mishra**

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**Assignments in Marketing/Credit Control Management/Customer Relation Management with a growth oriented organization of repute**

**CAREER SNAPSHOT**

A competent Professional with over **8+ years** of qualitative & rich experience in Administration, Credit Control,Marketing, Customer Relation, Finance. Presently Associated as**Area Manager Sales- East& North East** with a **Textile& RMG manufacturing** Company **Textrend Lifestyle PvtLtd Brand - LORENZINI.**  Data analysis, Data warehousing, Projection in various portfolio, Training to user, System implementation, Business commercial, ensuring smooth workflow. Proven abilities in managing various commercial operations, Building Team and other allied functions etc. A proactive leader and planner with expertise in strategic planning, market plan execution, account management, pre-sales efforts with skills in staffing, and targeted marketing. Expertise in stream lining workflow and creating a teamwork environment to enhance profitability.

**KEY STRENGTHS ACROSS ASSIGNMENTS**

**Strategic Planning Business Development Relationship Management**

**Credit Control Management Sales- Planning & Execution Key Account Management**

**CAREER HIGHLIGHTS**

**Since June ‘2011 Textrend LifeStyle Pvt Ltd Manager Sales - East & North East**

* Managing the sales, marketing and business development of imported 100% cotton fabric shirting, TR ( suiting ) and linen in the eastern region.
* Cultivating mutually beneficial relations with clients to ensure repeat & referral business
* Formulating and implementing strategies for better target realization and credit control.
* Planning and implementing advertising and sales promotion, collection of market information and competitor’s activities.
* Following up with corporate customer, generating visit by regular visit.
* Utilising public information and personal network for developing marketing intelligence to generate leads.

**Since Feb ’2011 MPS FOOD PRODUCTS LTD Manager – Corporate Sale**

* Maintaining relationship with high profile clients.
* Pricing strategy for introduction of new products as well as existing products.
* New introduction and price negotiation for high profile clients and others.
* Party wise follow up outstanding status with Recovery Department and Billing Department.
* Coordinate with all related departments for best operations
* Guiding Sales Officers / ASM /AMS .
* Looking overall sales administrations
* Evaluating the performances of the team members.
* Keeping a track of all types of documents.
* Interacting with ATC & CTC for all type of Marketing Strategies and with customers to gather their feedback regarding the product satisfaction.
* Execute the distribution plan of the territory, maintain and nurture good business relations with distributors and retail trade partners

**Since June ’2006 TNT India Pvt Ltd Sr Executive- Marketing**

* Steering profit centre S & M operations for assigned region for Data Analysis, Planning,& Implementation
* Team Leadership including motivation, direction, delegation, appraisal, counseling and developing others , corporate sales .
* Interfacing with clients for Presentation of Organizational Systems.
* Participating in a project team, working group or task force established to deal with a specific problem or issue - especially valuable if the group is inter-disciplinary
* Controlling the credit facilities and restrict the revenue leakage.
* Planning & execution of Key Account Activation, Keeping track of all Outstanding Collection , regular visit to clients and sorting out of their problem , giving them the best Solution, Keeping track with the sales team and achieving the Outstanding monthly Collection and business target.
* Increased revenue in my territory 25 lacs to 28.75 lacs in two quarter .

**Mar’03 to June’06 J.G. Hosiery Pvt Ltd Marketing & Administration Executive**

* Supervised the overall Organisational Functions at Area Level
* Major role Analysis, projection, planning and developing for Business, Credit and Service Management .
* Interfacing with various departments such as Service, IT, Credit Control, Admin & Finance to facilitate smooth work flow for organisational growth.
* Monitored operations functioning and implemented various Operational Project
* Involved in organizing various sales promotional activities & visibility plans for enhancing awareness of the product & services in the market.
* Facilitated the infrastructural development, Routes and Vendor development.
* Involved in Channel management, Dealers recruitment and proper market coverage.
* Conduct activities for generating the leads for the smooth functioning, Effective Depot Management as far as inventory indent ,supply etc for smooth distribution channel.
* Implement business development plans within the franchisee territories in order to execute the business development plan in the territory

**June’99 to Mar’03 Ramsarup Industrial Corporation Commercial Executive**

* Accountable for maintaining Cash & Bank Transaction and book of Accounts.
* Preparing MIS report as and when required by management .
* Preparing daily sales report ,stock report and debtors report .
* Daily taking production report from factory and assisting management for decision
* Making and handled the overall business data Entry.

**ACADEMIC CREDENTIALS**

* Masters in Business Administration (MBA) – Marketing and Finance .
* B.com from, Utkal University, Orissa
* GNIIT from NIIT ltd
* Currently working in SAP and also completed in SAP ( SD ) Module .

***EXTRAMURAL ENGAGEMENTS***

* Awarded as 1st in inter company- east competition
* Actively participated in online group company competition
* Elected as Class Representative in MBA

**PERSONAL VITAE**

Date of Birth : 25th May 1975

Father’s Name : Sri Baidyanath Mishra

Marital Status : Married

Passport No. : G3010636

Nationality : Indian

Strength : Highly disciplined and punctual, Leadership acumen

Acclaimed as a good motivator.

Weakness : Reluctant to adjust with unfairness

Hobbies : Traveling, Playing with Children , Gardening.

Alternate mail id : [ajitindia1@yahoo.com](mailto:ajitindia1@yahoo.com)

[majit2002@gmail.com](mailto:majit2002@gmail.com)

Linguistic Abilities : English, Hindi, Oriya, Bengali and marwari

I do hereby declare that the above mentioned information’s are true to the best of my knowledge & belief .

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Date Ajit Kumar Mishra