

**SHIVAM MEHROTRA****Contact :** 9823931969**E-mail :** shivammehrotra2003@yahoo.co.in**Passport No. :** Z5261815**Address :** Flat No. 207, Gini Bellina near Porwal Road, Lohegaon, Pune-411047

In quest of challenging opportunities in Channel Sales and Marketing, Business Development with a leading organization of repute.

Profile Summary

- Over 11 years of rich experience in Channel Sales, Strategic Planning, Business Development with exposure to International Market.
- Conversant in sales and business development fundamentals, strategizing sales and capability to market and promote product logically.
- Expertise in sales planning, business development, strategy while working in close co-ordination with business associates and marketing team.
- Well versed in Digital Marketing techniques, E-mail marketing, Google Ad-words, SEO, social media and using them as a tool to enhance brand image and meet organizational goals within the cost, time & quality parameters.

Organizational Experience**Since Nov'22 till Date with Macrotech Developers Ltd. as DGM-Channel Distribution and Sales**

- Leading channel distribution and sales for Premium and Luxury projects for LODHA across various micro markets of Pune.
- Driving business for AOP accounts -Key Channels across Pune categorised as Gold and Platinum with AOP target of min 10 CR to 75CR
- Responsible for driving 40% of total AOP target for Pune Market through distribution and contributing for Premium and Luxury projects.

Since Dec'19 till Oct'22 Date with Shapoorji Pallonji Real Estate as Sr. Manager –Channel Sales and Marketing

- Heading Channel team and accelerating sales for different projects across various micro markets of Pune.
- Identifying new business opportunities across domestic (Pune, Mumbai, Rest of Maharashtra regions) and GCC markets.
- Tapping new channel from Pune to accelerate business from Mumbai and ROM and NRI Market and vice-versa.
- Frequently meeting and maintaining relationship with top management of IPC's, existing business associates.
- Analysing market trends, competition strategizing payouts and structuring annual operational plans.
- Monitoring team performance on day-to-day basis, setting targets analysing walk-ins and closures.

Since April 17 till Nov 19 with VTP Realty (VTP Group) as Sr. Manager –Channel Sales and Marketing

- Leading channel team and accelerating sales for different projects across various micro markets of Pune.
- Heading international sales for VTP Township Codenamed" BLUEWATERS" (GCC Market).
- Identifying new business opportunities across domestic (Pune, Mumbai, Rest of Maharashtra regions) and GCC markets.
- Frequently meeting and maintaining relationship with top management of IPC's, existing business associates and tapping new channel partners.
- Analysing market trends, competition, pricing, and strategizing product accordingly.
- Organizing events, briefing sessions and providing assistance to channel partners for ATL and BTL activities working in close coordination with internal Sales and Marketing team.
- Reporting to CEO

Since March 16 till March 17 with Kolte-Patil Developers Ltd. Pune as Asst. Manager (Sales and Marketing)

- Team Lead (Managing team of 12 members including management trainees, executives, senior executives)
- Business Development in Pune and Rest of Maharashtra regions.
- Residential and Commercial Sales.
- Channel Sales (Meeting existing channel partners and tapping new channel partners, building relationship to boost sales.) • Corporate Sales (Tying up with corporate to boost quality leads and generating sales).
- ATL and BTL activities.
- Lead Generation. (Exhibitions and other outdoor activities)
- Preparing and delivering presentations, Maintaining MIS and capturing leads in SAP.
- Managing Presales team and analyzing quality of leads.
- Digital Marketing (E-mail, Social Media, Google Ad words,SEO)
- Preparing weekly reports, analysing prospects and booking on daily/monthly basis in close coordination with team.
- Reporting to AVP/Project Head.

Area/Projects Handled - IVY Estate, Wagholi, Pune (85 Acres, Mini Township)

Since May 14 till Feb16 with Kasturi Housing Pune as Asst. Manager (Sales and Marketing)

- Business Development
- Deliver Presentations and Meeting Clients-HNI
- Marketing Survey and research
- Corporate Marketing

- Channel Sales
- Lead Generation through Exhibition/Outdoor Media Activities
- Preparing Quarterly /Half Yearly / Annual reports

Area/Projects Handled -Eon Homes (Hinjewadi Phase 3), Voyage (Moshi), Apostrophe (Moshi), The Balmoral Estate (Baner Road).

Since Jul 11 till April 14 with Proptiger Reality Pvt. Ltd., Pune as Asst. Sales Manager

- Handling more than 20 Residential Projects in Pune
- Team Management, Customer Acquisition, Identifying primary and secondary targets for the assigned territory
- Frequently meeting with builders to tie up for more upcoming residential projects.
- Business Development/Maximizing revenue / Meeting targets
- Email Marketing, Offline lead generation/Outdoor media activities/Exhibition



Highlight:

- Expertise in Team handling, Channel Sales, Business Developments
- Pivotal in driving up the sales across domestic and global markets. • Exposure to Middle East Countries-GCC/NRI sales/HNI clients
- Quick learner and adaptable to market trends and changes.

Project/Workshop

Organization:	Lavenir Institute Of Professional Studies.
Workshop:	Public Online Shopping Festival, POSF.
Scope:	Useful for analysing Online Business Trends and generating revenue for different Business Models through Search and Display Advertising.



Organization:	Indo Asian Fusegear Ltd.
Project:	Market Research & Sales Promotion
Scope:	Useful for Analysing the Sales and Marketing operations



Academic Details

- **PGDM (Marketing)** from Sinhgad Institute of Management in 2011.
- **Masters In Computer Management (MCM)** from Sinhgad Institute of Management (Pune University) in 2011.
- **Masters In Computer Application (MCA)** from Punjab Technical University in 2013.
- **B.A (Economics)** from Allahabad University in 2007.
- **Intermediate** from Tagore Public School (CBSE Board) in 2004.
- **High School** from Tagore Public School (CBSE Board) in 2002.

Certifications

Digital Marketing Course from Lavenir Institute Of Professional Studies , LipsIndia, Pune **SAP Theory**

Certification from Delphi,Pune in association with SIOM,Vadgaon,Pune.

DOEACC 'A' Level Course from MCA Literary & Scientific Society (Department of IT, Govt. of India), Allahabad in 2008.

Achievements & Recognition

- Awarded as Top Manager (Sourcing) for FY21-22 at Joyville (Shapoorji & Pallonji).
- Recognized as Top sourcing manager consecutively for Q4-2020, Q1&Q2-2021 at Joyville(Shapoorji & Pallonji)
- VTP Group-**Special recognition award** for the year 2017.
- Gained **recognition as the Best Student (Cultural)** at Sinhgad Institute of Management (2009-11).
- Attained **2nd position among Top 5 contestants** from all over India in India Salutes, A Referral Programme. An Initiative of **Times Of India** to honour our Real Heroes.
- Received **Silver Tiger Award** in October 2013 for highest revenue in **Proptiger.com** across India.
- Qualified **Pilot Aptitude Battery Test (PABT), Indian Air Force Flying Branch** at 1 AFSB Varanasi.
- Proactively participated in:
 - Intra-collegiate Group Discussion Competition organized by English Club of Sinhgad College of Engineering
 - Plays & Group Song Competitions (School)
 - **National Science Congress** (Poem Recitation Competition) and received **First prize**
 - Art Competitions (School) and received the first prize by Maitrayee Club
- Played Guitar in Encore-2010 & Encore-2011 at Alumni Meet of Sinhgad Institute of Management
- Received first prize for the Hindi Story Writing Competition
- Attained highest marks in C Programming in Masters in Computer Management • Holds the credit of being nominated as **School Disciplinary Committee Member.**

Presentations

- Intercollegiate Marketing Plan Presentation Competition – MARK'2010 organized by Sinhgad Institute of Management (Pune University)
- WTO Trade Chakra - a Presentation Competition organized by Buzzicon Club (SIOM)

Seminar

- Attended State Level Seminar on 'IT in Service Industry' organized by Sinhgad College of Engineering

Social Engagement

- National Cadet Corps (NCC)'C' Certificate Holder (Army Wing-Senior Division) during Graduation

