

VIKAS MALIK

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Expertise in the targeting assignments in Research & Development and Sales & Marketing/ Business Development.

OBJECTIVE:

Seeking a challenging position in a growth oriented organization.

Organizational Scan

1. Sharepost Advertising Media Pvt Ltd.(Google Channel Partner), December 2019- At present as Senior Business Development Manager.

- Plan and meeting with corporate clients for Business development .
- Driving the sales involving effective promotional activities, product awareness with high potential clients for growth and profitability.
- Responsible for making sales presentations, Database Building and Customer Relationship Management.
- Close the given leads and generate revenue.
- Responsible to achieve Sales target.
- Business Development through enquiry handling.
- Branding and Promotions.
- Cross-selling and upselling factors.
- Market research and Penetration.
- Proven ability in achieving/exceeding targets, opening new and profitable product/services markets.

2. Just Dial Ltd, July 2018- November 2019 as Senior Business Development Consultant.

- Analyzed business projects, gathered relevant details and created own database.
- Sourced new sales opportunities through inbound lead follow-up and outbound cold calls and emails.
- Architected technical solutions required to address customer requirements, assessed customers needs and recommended solutions that optimized values for both the customer and the firm.
- Coordinated and interacted with the respective sales executive to follow-up on qualified leads and deal closure.
- Demonstrated and provided information on promoted products/services.
- Identified interest and understood customer needs and requirements.
- Star Performer Award in Debutant Club and Rising Club at territory level.

3. CSIR- Central Scientific Instruments Organization, April 2015-July 2016 as Technical Apprentice on behalf of HAL Tejas Mark- 2 in Research & Development.

- Planning, organizing and overseeing process or production trials.
- Making improvements or modification to current processes.

- Formulating new production processes or stages within processes design modules to develop manufacturing processes.
- Recording and analyzing data.
- Investigating and testing new equipment.
- Working on technical papers, reports, reviews and specification.

Internships

1. **ERIDE** (Empowering Rural India with Digital Education) NGO, May 2017- June 2017 as Trainee Digital Marketing.
2. **ETDC** (Electronics Testing & Development Centre) leading laboratory of STQC, June 2013- July 2014 as Trainee Quality Test Engineer.
3. **BST** (Bharat Software Technologies), June 2012- July 2012 as Trainee Networking & Embedded Systems.

Core Competences

- Sales & Marketing- Competition Analysis
- Client Relationship Management- Revenue Generation
- Relationship Building- New Customer Acquisition

Educational Qualifications

1. Master's Degree in Marketing Management & Human Resource Management from YMCA UST, Faridabad.
2. Bachelor's Degree in Electronics & Communication Engineering from Kurukshetra University.

Skills Set

1. **Technical Skills:**
 - MATLAB
 - XILINX
 - Operating Systems- Windows
2. **Management Skills:**
 - SPSS Management

Awards & Recognition

1. **Professional:**
 - Star Performer Award in Debutant Club from Just Dial Ltd.

- Star Performer Award in Rising Club from Just Dial Ltd.

2. Others:

- NCC 'C' Certificate holder in INDIAN ARMY at college level.
- Member of Vividha Dramatic Club working at Nukkud-Natak, Shadow act, mime, skit, etc.
- Won 1st prize in Quiz Competition at University Levels.
- Won 2nd prize in Mime at IIT Delhi' 17.
- Member of Brixx events organizing committee.
- Member of NSS & participated in several blood donation camps.
- Member of Rotaract Club, Chandigarh.
- Won Medals in various Marathons and athletic games.
- Played football at Regional Level.
- Member of HelpAge India, Global Cancer Concern India.