

# ANUJ KUMAR

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## PERSONAL SUMMARY

Dynamic Sales and Marketing Head with a proven track record at Wishluv Buildcon Pvt Ltd, excelling in lead generation and customer relationship management. Expert in automotive market insights, I successfully developed strategies that significantly boosted sales volume while fostering teamwork and collaboration across departments.

## EXPERIENCE

**Sales and Marketing Head**, 08/2024 - Current

**Wishluv Buildcon Pvt Ltd** - Patna, India

- Created, managed and monitored budget for all marketing campaigns.
- Managed relationships with customers, vendors and partners in support of sales activities.
- Organized and executed trade shows, conferences, conventions, seminars and other promotional events.
- Developed and implemented marketing strategies to increase sales volume.
- Regularly evaluated performance metrics against predetermined goals and targets set by the organization.
- Negotiated contracts with vendors to reduce costs while maintaining quality standards.
- Negotiated agreements with vendors for services related to marketing initiatives.
- Developed and implemented sales strategies to improve market share.
- Managed budgeting processes related to sales operations, including forecasting future revenue streams.

**Sales and Marketing Head**, 07/2022 - 07/2024

**Studio Nine Realty Pvt Ltd** - Patna, Bihar

- Developed and implemented comprehensive marketing campaigns to enhance brand visibility and generate high-quality leads.
- Spearheaded lead generation strategies that resulted in significant client acquisition and revenue growth.
- Established and executed brand-building initiatives to position the company as a trusted name in the construction industry.
- Collaborated with the operations team to align marketing efforts with project timelines and client requirements, ensuring seamless execution.
- Designed and executed targeted marketing strategies to drive engagement and achieve business objectives.

**Self-Employed**, 08/2019 - 07/2022

**Ranchi Car Bazar** - Ranchi, India

- Engaged in the sale and purchase of pre-owned cars, with a focus on auctioning vehicles from organizations like banks, police stations, and government auctions.
- Managed the end-to-end process of sourcing, purchasing, and reselling pre-owned vehicles.
- Cultivated strong relationships with auction houses and key stakeholders

## SKILLS

- Car Sales and Subscription Model Expertise
- Automotive Market Insights
- Customer Relationship Management
- Partnership Development
- Retail operations
- Multitasking
- Training and development
- Teamwork and collaboration
- SEO optimization
- Database management
- Data analysis
- Lead generation
- Team building
- Sales team leadership

## EDUCATION

**MBA** : Marketing, 07/2012

**Lovely Professional University** - Phagwara

**Performance Marketing Certification**  
**Growth School**

**Post Graduate Program in Digital Marketing**  
**Purdue University** - USA

to secure high-quality inventory consistently.

- Designed and executed pricing strategies, leading successful negotiations to maximize profitability while ensuring customer satisfaction.
- Implemented innovative marketing strategies to attract potential buyers and enhance the brand's visibility in the market.

**Business Manager**, 04/2018 - 05/2019

**Zoomcar India Pvt Ltd** - Bihar, Jharkhand, Chhattisgarh, India

- Promoted ZAP subscription, ensuring customers subscribe instead of purchasing cars.
- Managed car maintenance, insurance, and operational readiness to boost customer satisfaction.
- Analyzed market trends to position Zoomcar's subscription model effectively.

**City Manager**, 12/2014 - 04/2018

**ANI Technologies Pvt Ltd (Ola Cabs)** - Ranchi, India

- Successfully achieved booking and EBITDA targets through strategic planning and execution.
- Enhanced brand awareness by implementing impactful BTL (Below-The-Line) marketing activities tailored to the local market.
- Ensured high standards of car quality control, driving customer satisfaction and retention.
- Engaged with fleet operators to optimize car inventory and maintain desired DAC (Daily Active Cabs) and WAC (Weekly Active Cabs) numbers.
- Streamlined operations to meet key performance metrics, enhancing overall service efficiency and booking rates.

**Channel Sales Manager**, 06/2012 - 12/2014

**Vodafone South Ltd** - Patiala Zone, India

- Managed operations for 35 Vodafone Mini Stores, achieving postpaid and value-added services (VAS) targets consistently through effective planning and execution.
- Successfully expanded the network by opening 12 new Vodafone Mini Stores in the assigned territory.
- Implemented strategies to meet primary targets of the stores and ensured timely achievement of bill collection goals.
- Streamlined operational processes to improve efficiency and enhance the customer experience across all stores.
- Honored with the Best Retail Contribution Award (IMAD) for exceptional performance and contribution to business growth.

**Team Leader**, 04/2007 - 01/2010

**Talera Ford** - Pune, India

- Company Overview: (Ford Car Dealership)
- Successfully led a sales team, consistently achieving and exceeding car sales targets.
- Spearheaded initiatives to increase test drive volumes, driving higher customer engagement and conversion rates.
- Organized and managed roadshow activities to enhance brand visibility and create greater awareness about Ford vehicles.
- Conducted comprehensive training sessions to enhance team expertise on product knowledge and sales strategies.
- Strengthened post-sale customer relationships to improve brand loyalty.
- (Ford Car Dealership)

**Senior Sales Consultant**, 04/2006 - 04/2007

**Aditya Birla Nuvo Ltd (Esprit)** - Pune, India

- Consistently achieved and surpassed sales targets through effective client engagement and product recommendations.
- Focused on increasing the average bucket size by promoting cross-selling and upselling strategies.
- Delivered outstanding customer service, ensuring a personalized and satisfying shopping experience.
- Managed visual merchandising of the floor, including color blocking and maintaining an organized and appealing display.
- Oversaw floor operations to ensure seamless functioning and customer satisfaction.
- Handled cash till operations with precision, ensuring accurate billing and financial accountability.

**Sales Associate**, 03/2005 - 04/2006

**Trent Ltd (Westside)** - Pune, India

- Joined as a sales associate for the women's department, managing ethnic wear, western wear, and Gia Plus size sections.
- Consistently achieved and exceeded sales targets while focusing on increasing the average bucket size.
- Delivered excellent customer service, building lasting relationships and ensuring a superior shopping experience.
- Oversaw the visual merchandising of the floor, including color blocking and maintaining an attractive and organized display.
- Managed floor operations effectively, ensuring smooth day-to-day functioning and optimal customer engagement.
- Proficiently handled the cash till, maintaining accuracy and accountability in transactions.

## ACCOMPLISHMENTS

- Maximum Business Contribution Award for financial year 2012-2013 (Vodafone).
- Vodafone I MAD (I Made a Difference) Award for Maximum Retail Contribution.
- Best City Award in 2017 (Ola Cabs).