

NEERAJ SINGH

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Versatile, high-energy professional with nearly 13 years of rich experience in Sales and Marketing, Dealership Management, Business Development and Product Launch & Promotions

Industry Preference: Newspaper/Magazine (Distribution)/FMCG/Service

Location Preference: Delhi NCR/North India



Core Competencies

Sales and Marketing

Business Development

Marketing Communications

Distribution & Subscription

Dealership Management

Brand Management

Client Relationship Management

Product Launch & Promotions

Team Building & Leadership

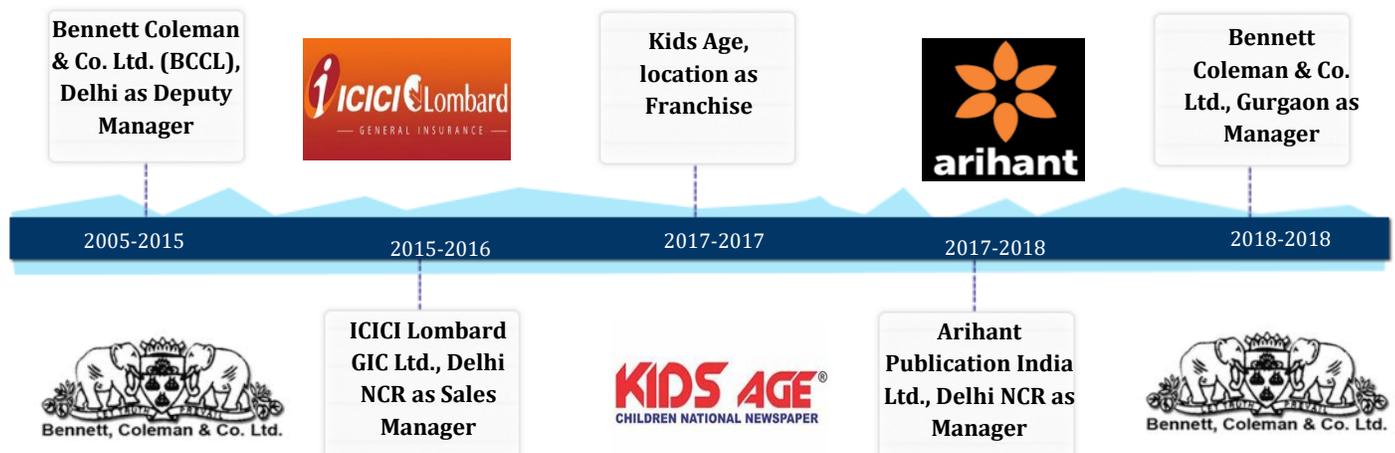


Profile Summary

- A **multi-faceted Sales & Marketing** professional with experience in blending creative intellect/insight and sharp planning skills for managing business operations & meeting top / bottom-line objectives
- Recognized for launching:
 - **The Times of India Crest Edition, Speaking Tree, ET Wealth and Economics Times Hindi Edition** in North Zone, Delhi
 - **'Filmfare Hindi' 'Good Homes', 'Hello', 'Femina (Hindi)' 'ZigWheels' 'Grazia', 'I-Diva' and 'Top of the Mind'** Magazines in North Delhi
- Successfully managed **circulation of Newspaper and Magazines** from various business points such as **Kamla Nagar and Gulabi Bagh Depots**
- Extremely skilled in **monitoring the overall distribution network** in the assigned territories by coordinating and monitoring the activities of different distribution channels together while ensuring optimal performance from individual channels
- Led **500 Channel Partners, 45 Dealers/Sales agents, 6 on roll executives, 6 off roll executives and 50 Front Liners (RREs)** at The Times Group; organized various **road shows and promotional campaigns** for brand awareness
- Skilled in formulating **channel sales & promotional strategies** for organizational image building and revenue generation module
- Steered the team of **42 Insurance Advisors, 4 Unit Sales Managers, 20 Dealers (Two Wheeler, Commercial and Private Vehicle Dealers)** at ICICI Lombard
- Recognized for taking **The Times of India** ahead of its close competitor Hindustan Times in North Delhi and also expanded the gap to **almost 40%**
- Domain Expertise entails **Institutions, Retail and Corporate Executives**



Career Timeline





Academic Details

- **PGDSM** from The Times School of Marketing, Delhi in 2006
- **B.Com.** from Delhi University, Delhi in 2003



Certifications

- Completed:
 - 4 months course in Digital Marketing
 - 3 months course in Computer Concepts

Other Course:

- Completed 5 years Diploma in Painting from Bangia Sangeet Parishad



Internship

BCCL (Timesjobs.com), Delhi as Internee



Personal Details

Date of Birth: 8th November 1983

Languages Known: English and Hindi

Address: B-224/A, Mohan Garden, Rama Park, Dwarka Mor, Delhi-110059



Work Experience

Aug'18-Nov'18 with Bennett Coleman & Co. Ltd., Gurgaon as Manager

Key Result Areas:

- Administering the sales & marketing for Gurgaon; maximizing sales opportunities, proactively creating new opportunities and achieving sales targets
- Developing and managing relationships with Clients, Agents and Dealers for regular feedback and working with them on business growth opportunities beneficial to all parties
- Defining and managing a comprehensive go-to-market strategy and plan that included positioning, launch strategy, public relations, sales support and partner material
- Steering the preparation of Competitors report, MIS report, Sales Planning Strategy and Market Feedback reports on daily basis
- Drafting sales growth report, outstanding/receivables reports, new business development area and promotional activities report on monthly basis
- Developed relationships with the distribution networks for exploring and developing new opportunities; steering the maintenance of renewals and managing timely clearance of all receivables
- Exploring potential business avenues & managing marketing & sales operations for achieving the business targets; initiating market development efforts and increasing business growth
- Targeting and penetrating a competitive market; reviewing & reporting on the business development division's strategy, ensuring the strategic objectives are well understood and executed by the team

Significant Accomplishments:

- Recognized for exceeding targets by **INR 50 Lakhs**
- Developed channels in **North Delhi, NCR, Haryana** and increased revenue share of channels to overall region revenue
- Delivered **10% YOY growth and 10% sales target** within the assigned geographical zone



Previous Experience

Oct'17-Jul'18 with Arihant Publication India Ltd., Delhi NCR as Manager

Significant Accomplishments:

- Managed marketing and sales of **School Division Books in Delhi & Gurgaon**
- Successfully generated new business as per target and managed the promotions of books

Apr'17-Sep'17 with Kids Age, location as Franchise

Engaged in promoting and getting subscription of Kids Age Children Newspaper in Schools. Spearheaded the activities including marketing & promotion of kids in Delhi and Canopy activity in schools & societies.

Apr'15-Jun'16 with ICICI Lombard GIC Ltd. as Sales Manager

Deputation:

Apr'15-Aug'15 Hisar, Haryana

Sep'15-Jun'16 Delhi, NCR

Significant Accomplishments:

At Delhi NCR

- Dealt with **Department Bancassurance Motor**; steered the business development and dealership management for locations like **East Delhi, Noida, Greater Noida, Ghaziabad and Faridabad**
- Monitored the **on loss ratio of dealers**; successfully generated new business as per target and maintained renewals

At Hisar

- Administered operations as a Branch Manager for Hisar, thereby managed a total radius of 100km including locations **Hisar, Fatehbad, Tohana, Barwala, Sirsa, Hansi, Bhiwani, Rewari, Bahadurgarh and Rohtak**
- Achieved the desired target of the branch; established **relationship with Insurance Managers and Dealers**

Sep'05-Mar'15 with Bennett Coleman & Co. Ltd. (BCCL), Delhi

Growth Path:

Sep'05-Mar'06 Internee
May'06-Jul'08 Officer
Aug'08-Mar'11 Sr. Officer
Apr'11-May'13 Assistant Manager
Jun'13-Mar'15 Deputy Manager

Significant Accomplishments:

- Successfully exceeded the targets for 'The Times of India (TOI)', 'Navbharat Times' and 'The Economic Times' under various schemes through a dedicated team
- Acted as a part of **distribution team** for maintaining leadership of **TOI in English Daily**; attained bulk orders of **The Economist Magazine** from institutions