

## HITESH SONI

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### **CAREER OBJECTIVES**

To use my skills in the best possible way for achieving the company's goals.

### **STRENGTHS & KEY SKILLS**

Experienced Manager with a demonstrated history of working in the media industry. Over more than **14 years + experience in B2B / Media Sales / Advertisement Sales / Event Sales** for working in competitive industries and successfully identifying, developing and managing new & existing business opportunities within these markets. An ambitious, highly motivated and energetic manager with excellent marketing and business development skills. A result orientated professional with a proven ability to get results, generate revenue and improve Sales.

### **CAREER HISTORY**

#### **ORGANIZATION - RVDK Labourhome Pvt Ltd**

DESIGNATION : Manager – Sales  
DURATION : May 2022 to till Date  
CORE AREA : Sales – B2C  
LOCATION : New Delhi

### **JOB PROFILE**

- Effective driving of enabling processes and achieving the Planned Top-Line and Bottom-Line of B2C Businesses
- Developing & Deploying Promotion Strategies for Product Offerings.
- Co-ordination with All Developer team regarding B2C Mobile Application for smooth process
- Build the sales pipeline for Subscriptions through Sales Team / Tele-Sales and help of virtual meetings
- Manage the end-to-end sales process for qualifying leads, closing sales, facilitating effective delivery with the Sales & Delivery Team.
- Work with the marketing team on outbound activity such as email campaigns and newsletter.

#### **ORGANIZATION - Net Ambit Info Source**

DESIGNATION : Regional Manager  
DURATION : Sept 2020 to Oct 2021  
CORE AREA : Sales- Merchant On boarding  
LOCATION : New Delhi

### **JOB PROFILE**

- Leading and managing the Operations of on-boarding restaurants for West Region
- Maintaining relations with some of the most critical and high-volume restaurants/chains in the region with a focused approach for helping them with their PAN India outlets on boarding.
- Responsible for setting monthly targets for the team, helping drive key initiatives and strategies to increase the overall productivity of the individual

**ORGANIZATION - H T Media Limited**

DESIGNATION : Deputy Manager  
DURATION : June 2017 to Sept 2019  
CORE AREA : Sales- (Media Marketing Retail)  
LOCATION : New Delhi

**JOB PROFILE**

- Bringing sales for the company and generation of revenues through space selling in HT
- Meeting prospect clients as well as existing clients for developing and maintaining the account.
- Obtain orders and establish new accounts.
- Addition and updating of existing client's database of assigned territory.
- Keep management informed by submitting activity and results reports, such as daily call reports, weekly work plans etc.
- To generate the leads for new business.
- Ensuring on Time Delivery of the orders by coordinating with backend & agencies.
- Collecting Information from Market related to the future demand of the product.
- Maintaining good relationship with the Newspaper advertising agencies in complete territory

**ORGANIZATION - EFY ENTERPRISES PVT. LTD.**

Electronics for You, South Asia's most popular electronics magazine. The Group also publishes directories and books, and organizes several leading technology events. Its web-portals, which include [electronicsforu.com](http://electronicsforu.com), [efytimes.com](http://efytimes.com), [bpotimes.com](http://bpotimes.com), [linuxforu.com](http://linuxforu.com) and [eleb2b.com](http://eleb2b.com), have become leaders in their respective categories.

DESIGNATION : Asst. Regional Manager  
DURATION : May 2012 to Jan 2017  
CORE AREA : Event Sales  
LOCATION : New Delhi

**JOB PROFILE**

- Territorial marketing, account management and client relations and retention.
- Making sure products and services are supplied to existing customers on time and collecting Pending Payments from them on regular basis.
- Provided customers with competitive quotations.
- Communicating New Products to potential clients.
- Proven ability to maximize sales opportunities by creating professional sales script and building rapport with potential new & existing customers.
- Responsible for Event Business & Sell Raw / Shell Space to all clients.
- Represented the company at trade fairs and exhibitions

**ORGANIZATION - INDIA MART INTERMESH LTD.**

India's largest online market place connecting global buyers with suppliers through business directories, online product catalogue, buy-sell offers, industry specific marketplaces, printed Media and trade shows participation.

DESIGNATION : Sales Manager  
DURATION : Jan 2010 to April 2012  
CORE AREA : OnlineB2B Sales  
LOCATION : New Delhi

## **JOB PROFILE**

- Represented the company at trade fairs and exhibitions.
- Team Handling and set their weekly targets.
- Check their daily Meetings & Sales Reports.
- Generate revenue from their Follow-Up Clients.
- Team Monitoring in Appointment Generation.
- Maintaining effectively internal as well as external Communication in an organization.
- Business development & Promotions of New Products.

## **ORGANIZATION- TIMESBUSINESS SOLUTIONS LTD.**

Is TBSL s flagship business and has created its own space with a strong competitive position in the online recruitment's space amidst tough competition and economic environment.

DESIGNATION : Asst. Manager  
DURATION : Nov 2008 to Sept 2009  
CORE AREA : Print & Recruitment Sales  
LOCATION : New Delhi

## **JOB PROFILE**

- Territory mapping for revenue potential and creating database of clients.
- Update MIS reports on daily basis.
- Selling Database of Resumes.
- To keep in touch with prospective clients.

## **ORGANIZATION: INFOMEDIA INDIA LTD**

The Company is the market leader in Yellow Pages and Special Interest Publishing (Magazines). Leading brands include India's No. 1 directory titled Info media Yellow Pages, the leading product finder Search, consumer magazines Overdrive, Chip, AV-Max etc.

DESIGNATION : Asst. Manager  
DURATION : Oct 2005 to Sept 2008  
CORE AREA : Print & Recruitment Sales  
LOCATION : New Delhi

## **JOB PROFILE**

- Increasing the top line revenue.
- Farming business from existing key accounts.
- Hunting new avenues to penetrate into new markets and expand existing clientele.
- Concentrate on National accounts for selling multiple station directories.

## **Achievements**

Successfully handled the challenge of selling space in directories to a cross section of clients consisting SME s, Semi-Corporate and Corporate clients.

## **EDUCATIONAL QUALIFICATION**

Graduation (B. Com) from D.U (School of Correspondence), New Delhi. 12th  
From CBSE Board, New Delhi.  
10th From CBSE Board, New Delhi.

## **PROFESSIONAL QUALIFICATION**

MBA (2013) in Marketing from Sikkim Manipal University

## **PERSONAL DETAILS**

Fathers Name	:	Lt. Shri O.P. Soni
Date of Birth	:	10.05.1981
Marital Status	:	Unmarried
Nationality	:	Indian Language
Known	:	English, Hindi
Hobbies	:	Cooking

**DATE:**

**PLACE: Ghaziabad**

**HITESH SONI**





