



Bhupinder Singh

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Multitasking Person with aim to achieve organization Goals.

SYNOPSIS

- Passionate professional with over **10 years of experience** in handling responsibilities in different functions including **Sales , Marketing**, Business Development, office **Administration**, facility management, client services, online marketing & **back office operations**.
- Proven catalyst in developing innovative procedures at Work, Marketing research, lead generation, client acquisition and retention, account management, **customer relationship** management, MIS reporting, vendor management and preparing budget, & pricing policies
- Committed and confident individual with ability to work under pressure.
- Worked mainly With Startups Like **Zigwheels.com, Study mate (HT) , E TRUX .**
- Possess excellent communication, presentation, negotiation and interpersonal skills.

WORK EXPERIENCE

HIAL group of Companies (4.10 Years)

All India – Sales & Service Manager

Aug 2018- May 2023

Bus Air Conditioning Division

Haiger India Air Conditioning Pvt. Ltd

- Handling 7 Service Centers across India.
- Visiting Schools, OEMs, Body Builders, Transporter for Sales and Service Business.
- Providing End support to customer and resolve problems related to Bus Air Conditioning.
- Visiting Customers across India for getting work and fulfill customer need.
- Handling 90 members of service team.
- Analysis of Branch Profit and loss and work on growth over last year.
- Handling states like – **Delhi /NCR, Gujarat, Maharashtra, Hyderabad, Up & Bihar**

Hial Services Pvt. Ltd (Air Purifiers & Covid 19 Products)

Sales Manager

- Taking care of Sales of Covid 19 Protection Products like Mask, Sanitizer, Gloves, Fog machine, Foot pedal stand etc.
- Involved in door to door marketing of Air Purifiers & Hydrogen water bottle on Chemist Shops ,Insitiuions, Hotels, Colledges , Schools, Malls,
- Marketing plans for BTL Activities.
- SEO and SMO (Facebook , Instagram, Flikart , Amazon)

Etrux (Logistic and Transportation)

Marking Manager

- Handling a Transportation fleet of 79 trucks in Ecommerce companies.
- Marketing for tie-ups with logistics companies **Like FLipkart , Amazon, Delhivery, Shadowfex , ECOM, DHL.**
- Providing Customer end solution for their logistics need

➤ **Handling overall Marketing and operations of Etrux.**

Hindustan Times (Studymate) (3.7 years)

Dec-2014 – July 2018

Sr. Executive –Center Head (Sales & Operations)

- Lead Generation , Calling , Counseling , Sales, Operations .
- Branch handling , expenses ,staff, customer support.
- Providing Training to Intern and New Employees Joining in Sales and Operation.
- Collection and Banking of Payment
- Upselling of Value added Products
- Handing team to pursue Marketing activities in market places / schools, residential areas etc.
- Conduct Seminar and Participate In school functions to Generate Leads.
- Timely Entry of data to MIS portals. Like Buzzyears, Leadsquads,Ischool.
- Competitor Analysis Gather information about competitors & opportunities

Singh Study Circle Pvt. Ltd, Prashant Vihar (1.6 years)

July 2012 - Dec 2013

Counselor & Business Development

- Involved in dual function of Career counseling and Business Development
- Making cold calls on the basis of provided database
- Generating leads; scheduling meetings with prospective clients
- Preparing all necessary documents and providing the counseling
- Maintaining records for all the walk-in inquiries and Online leads through justdial
- Back office operations and documentation
- Budgeting and MIS reporting
- Billing and collection
- Handling the Marketing activities Outside the Schools & Colleges during exams & collecting the live Data.
- Vendor Contracts and PMC

Effort Bpo Pvt. Ltd. (6 Months)

Sep 2011–Feb 2012

CRE under Times of India (Zigwheels.com)

- Engaged in Calling & Backend activities
- Maintaining healthy relation with used car dealer and get them listed on Zigwheels.com
- Upselling of Dealers Pakages
- Handling customer & Dealers queries via e-mail, chat and phone

EDUCATION

- MBA- Marketing & Operations from Sikkim Manipal University in 2016
- B.Com – Delhi University in 2012(50%)
- 12th from S.S. Mota Sing School, Janak Puri, Delhi in 2009 (70%)
- 10th from G.H.P.S, Hari Nagar, Delhi in 2007 (75%)

PERSONAL DETAILS

- Date of Birth: November 25, 1990
- Languages Known: English, Hindi, Punjabi
- Married
- Hobbies: Watching Cricket and travelling.