

Anand Kumar

Management & Leadership Professional

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Executive Summary

Results-driven management professional with expertise in sales strategy, team leadership, and business development. Proven track record in building client relationships and driving organizational growth through strategic planning and execution.

Professional Experience

Avon Cycles Limited.

June 2024 – June

2025

Area Sales Executive (Sales E – Bike)

- Developed and Implemented Sales Strategies to achieve assigned sales target within our territory.
- Built strong relationship with dealers and ensured timely delivery of vehicles.
- Conducted regular customer visits, presentation and demonstration of Avon electric vehicles
- Identified potential customers through market research and lead generation activities
- Built and maintained long-term relationships with clients through consultative selling approach
- Successfully closed deals by addressing customer concerns providing competitive pricing option
- Monitored sales Performance through CRM tools and identified areas for improvement
- Mentored junior team members in sales techniques and client relationship management
- Organized promotional events and marketing campaigns to increase brand awareness

Rank keywords group (Pvt. Ltd.)

2020

Digital marketing Executive Intern

- Spearheaded digital marketing initiatives, increasing social media engagement by 40% through strategic online presence
- Developed and maintained social media marketing campaigns increasing the lead generation for various clients
- Assisted in creating and managing 10+ email marketing campaigns achieving 93% open rate compared to industry benchmark
- Generated and converted leads through effective collaboration with senior associates
- Created and implemented brand awareness campaigns across multiple social media platforms

Management & Leadership Competencies

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|----------------------------|------------------------|
| • Strategic Planning | • Crisis Management |
| • Team Leadership | • Decision Making |
| • Change Management | • Business Development |
| • Performance Optimization | • Risk Management |
| • Stakeholder Management | • Resource Allocation |
| • Process Improvement | • Project Management |

Technical Skills & Certifications

Technical Skills:

- Advanced MS Office Suite
- Online Marketing
- Digital Marketing
- Google ads
- CRM Systems
- Project Management Tools

Certifications:

- Google Digital Marketing
- Advanced Excel
- Entrepreneurship (IIM Kozhikode events)
- Leadership skills (IIM A)
- Mailchimp to build E- marketing campaigns

Education

MBA IN MARKETING

2023 – 2025

Guru Kashi University (Bathinda, Punjab)

BBA IN DIGITAL MARKETING

2017 - 2020

Rama University (Kanpur, UP)

Additional Skills

- Effective Communication
- Strategic Negotiation

- Team Building
- Problem-solving