

# Jitendra Singh Parmar

Bhopal, Madhya Pradesh

Phone: +91-9907813635

Email: jitenparmar88@gmail.com

---

## PROFESSIONAL SUMMARY

Sales Officer with 2+ years of experience in the paint industry, specializing in Demand Generation, SCADA Operations, and Sales Management. Proven success in driving market expansion, boosting sales, and enhancing customer satisfaction at Berger Paints India Limited. Skilled in building strong customer relationships, leading sales activities, and developing growth strategies. A results-driven professional with a passion for exceeding targets and optimizing performance in competitive markets.

---

## CORE COMPETENCIES

- Sales Strategy Development
  - Lead Generation & Territory Management
  - Customer Relationship Management
  - Demand Generation & Market Expansion
  - Brand Promotion & Product Awareness
  - SCADA Systems & Operational Control
  - Team Collaboration & Cross-Functional Leadership
  - Customer Retention & Support
  - Training & Stakeholder Engagement
- 

## PROFESSIONAL EXPERIENCE

**Berger Paints India Limited – Sehore**

**Sales Officer**

**August 2024 – Present**

- Promoted to Sales Officer to manage sales operations across the Sehore territory, with a focus on market penetration and expanding Berger Paints' market share.
- Developed and executed sales strategies that resulted in a **20% increase in sales** within the first 6 months.
- Strengthened relationships with painters, contractors, and distributors, leading to a **30% increase in the customer base**.

- Led secondary activities such as product awareness programs, shop meets, and training sessions, improving customer loyalty and enhancing product adoption.
- Oversaw sales collections and ensured timely payments, improving regional cash flow and financial operations.
- Contributed significantly to Berger Paints' strengthened brand presence in Sehore.

### **Berger Paints India Limited – Bhopal**

#### **Demand Generation Executive (DGE)**

**August 2022 – July 2024**

- Promoted Berger products through targeted campaigns to painters and contractors, consistently exceeding sales targets.
- Organized **product awareness sessions** and **painter meets**, educating stakeholders about product features, benefits, and loyalty programs.
- Expanded the customer base by fostering strong partnerships with wood-coating contractors and texture specialists.
- Managed customer complaints effectively, ensuring swift resolutions and contributing to improved customer satisfaction.
- Supported the sales team by generating valuable business leads, resulting in a **40% increase in product inquiries**.

### **SCADA Operator**

**Date**

- Monitored and controlled power plant operations, using SCADA systems to ensure optimal performance, safety, and regulatory compliance.
- Executed startup and shutdown procedures, maintaining adherence to safety standards and operational protocols.
- Interpreted real-time data and generated actionable reports to enhance plant efficiency and reduce operational downtime.
- Responded to alarms and emergencies, minimizing downtime and ensuring the safety of plant operations and equipment.

---

## **EDUCATION**

### **Bachelor of Engineering (B.E.) – Mechanical Engineering**

Sagar Institute of Research & Technology, Bhopal

**Graduation Date:** January 2015

**GPA:** 6.97/10

### 12th Grade

Madhya Pradesh Board of Secondary Education

**Graduation Date:** January 2011

**GPA:** 61.4%

### 10th Grade

Madhya Pradesh Board of Secondary Education

**Graduation Date:** January 2009

**GPA:** 68.33%

---

## PROJECTS

- **Design and Fabrication of Automatic Handbrake Control System:** Led the design and development of an innovative handbrake control system, improving both mechanical efficiency and user experience.

---

## TRAINING & CERTIFICATIONS

- **Workshop Management & Maintenance** – Nissan Motors, Bhopal (4 Weeks)
- **Expert Contractor Training** – Indore (2 Days)
- **Painting Workshop & Training** – Mumbai (3 Days)

---

## LANGUAGES

- English (Fluent)
- Hindi (Native)

---

## ADDITIONAL INFORMATION

- Conducted **Mega Meets** for major contractors, establishing strong business relationships and facilitating customer retention.
- Successfully converted multiple competitor sites to **Berger Paints**, demonstrating sales acumen and market influence.
- Effectively handled customer complaints, ensuring high levels of customer satisfaction and brand loyalty.

---

## PERSONAL DETAILS

- **Date of Birth:** August 15, 1993
- **Gender:** Male
- **Marital Status:** Married

---

**DECLARATION:**

I hereby declare that the information provided above is true and accurate to the best of my knowledge.

**Date:**

**Place:** Bhopal, Madhya Pradesh

**Signature:** Jitendra Singh Parmar