

DEEPAK KUMAR

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Objective

Dedicated and results-driven Sales & Marketing professional with over 12 years of proven expertise in managing Export-Import sales and domestic sales for mid-sized commercial organizations. Alongside my core sales background, I also hold 1 year of hands-on experience in HR hiring and recruitment processes. Seeking an opportunity to leverage my combined skills in sales growth, client relationship management, and talent acquisition to contribute effectively to a reputed organization's business expansion and workforce development.

Skills

- B2B Marketing
- Import Export Sales Marketing
- Supply Chain Management
- International Trade Regulations
- Export Documentation
- Clients Relationship Management
- Team Collaboration & Leadership
- Canva Pro
- Problem Solving & Critical Thinking

Experience

- **Dwarika Food Products Rudarpur, Uttarakhand** August 2025 -
Senior Export Executive – International Sales (B2B)
 - Managed international B2B buyer communication and supported pricing discussions, order finalization, shipment schedules, and agreed payment terms
 - Coordinated complete export documentation including Commercial Invoice, Packing List, BL/AWB, Certificate of Origin, Phytosanitary Certificate, FSSAI, and Advance/LC documentation
 - Liaised with freight forwarders, CHA, and logistics partners to ensure timely dispatches and smooth customs clearance
 - Conducted international market research to identify new countries, buyers, and distributors and build export sales pipelines
 - Developed and maintained buyer databases, lead trackers, and export opportunity reports
 - Coordinated with internal teams including production, quality, accounts, and logistics for order feasibility and execution
 - Prepared weekly activity reports, shipment status updates, and pipeline summaries for management review
- **Technomec Roorkee India Pvt. Ltd. (Tri Swastik Brand)** Nov 2023 - July 2025
Area Sales Manager
 - **Revenue Growth:** Spearheaded sales operations across Uttarakhand & Western UP, achieving 15% YOY growth by expanding distributor networks and optimizing trade promotions.
 - **Distribution Network:** Strengthened market penetration by onboarding 50 new distributors/retailers, improving product availability at JioMart, Shopclue, CityMall, Bigbasket, Zepto, InstaMart, and others .
 - **Strategic Planning:** Developed and executed territory-specific sales strategies, aligning with company goals to drive 10% increase in monthly sales targets.
 - **Team Leadership:** Managed a high-performing team of 12 sales executives, conducting training programs to enhance product knowledge and negotiation skills, resulting in 20% improvement in team productivity.
 - **Key Account Management:** Built and nurtured relationships with key accounts MG Traders, LT Food Ltd, SS Global Holding, Wakeup Creations LLP and more ensuring repeat orders and long-term partnerships.
 - **Market Intelligence:** Analyzed competitor activities and consumer trends to recommend product/pricing adjustments, capturing 2% additional market share.

- **Supply Chain Coordination:** Collaborated with logistics and production teams to minimize stockouts, reducing order fulfillment time by 15%.
- **Golden Bird International Roorkee Uttarakhand** Nov 2022 - Nov 2023
Export Assistant Manager
 - **Managed Export Operations:** Successfully coordinated the export of dental products, ensuring timely and accurate documentation, adherence to international shipping regulations, and smooth communication with global clients.
 - **Logistics Coordination:** Worked closely with freight forwarders, customs brokers, and transport companies to optimize shipping routes, reduce transit times, and minimize costs.
 - **Client Relations:** Maintained strong relationships with international clients, addressing inquiries, providing product information, and ensuring high levels of customer satisfaction.
 - **Regulatory Compliance:** Ensured compliance with export regulations, including customs requirements, trade tariffs, and international standards.
 - **Inventory Management:** Assisted in monitoring inventory levels to ensure product availability for export orders, avoiding stock outs, and optimizing warehouse space.
 - **Documentation Handling:** Prepared and verified export documentation, including invoices, packing lists, bills of lading, and certificates of origin, to facilitate smooth customs clearance.
 - **Market Research:** Conducted research on international markets to identify potential growth opportunities, staying updated on global trade trends and regulations.
 - **Team Collaboration:** Collaborated with sales, finance, and warehouse teams to streamline operations, improve efficiency, and meet business goals.
- **Ajmal Perfume Gurugram Haryana** June 2016 - Oct 2022
Retail Store Manager
 - Maintained healthy staff morale by creating a fun, educational environment with a high level of employee engagement.
 - Managed a team of 4 employees, including a manager, and trained them in a variety of merchandising and organizational functions
 - Defined and implemented a formal product development process, resulting in a 15% increase in sales.
 - Managed the inventory and purchasing for every month.
 - Created a comprehensive store brand, including online marketing materials, store signage.
- **SercO BPO Private limited** March 2011 - August 2013
Customer Service Executive – SercO BPO, Dehradun (Airtel Process):
 - Handled inbound customer calls, resolved network, billing, and service-related issues with accuracy and speed.
 - Processed service requests, complaints, and plan activations while maintaining system data updates.
 - Achieved call quality, AHT, and first-call resolution targets consistently.
 - Upsold suitable Airtel plans and value-added services based on customer needs.

Education

- **Shree Venkateswara University Amroha Uttar Pradesh** 2016
MBA in Marketing & HR
- **Heamwati Nanda Bahuguna Garhwal University Dehradun Uttarakhand** 2014
Batchelor's of Economics (BA)
- **Dayanand Anglo Vedic Inter College Dehradun Uttarakhand** 2010
Intermediate with PCM

Certifications & Internship

- **Study of a Sales Promotional Strategies At Hindustan Unilever Ltd.**
Key Points of Sales Promotional Strategies:
 - Objective Identification : Define clear goals: increase sales, introduce new products, clear out inventory, or boost brand awareness.
 - Target Audience Analysis: Identify the specific customer segments to target with promotions.
 - Trade Promotions: Discounts, allowances, incentives for distributors and retailers, trade shows, and cooperative advertising.
 - Promotion Channels: Focus on building long-term customer relationships through loyalty programs and

personalized offers.

Languages

- Hindi - Read, Write, Spoken
- English - Read, Write, Spoken
- Panjabi - Spoken

Reference

- **Ashutosh Vaish - Golden Bird International**
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