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### **Career Objective**

I would like to work with a value driven organisation. Where I would be able to utilise my skills to the best of my ability and also thereby be able to contribute in the organisation's growth and thus enhance my skills.

### **Professional and Educational Profile**

- 10<sup>th</sup> Passed from C.B.S.E
- 12<sup>th</sup> Passed from C.B.S.E
- B.Tech in Electrical & Electronics from M.D.U, Rohtak

- Working with Shenzhen Zhouji Homtom Technology India Pvt Ltd
  - Working as Director Brand Strategy
  - From June, 2017 – Dec,18
- Worked with Allied Business Engineering India Private Limited, New Delhi
- Working as Director Marketing
  - From Nov, 2014 – Till Date
- Working with SRSG Broadcast India Private Limited, New Delhi
  - As Senior Business Development Manager
  - Working From Aug,2013 – Oct,2014
- Worked with TelExcell Information Systems Limited, New Delhi
  - As Sales Manager
  - Working From Nov,2011 – July,2013
- Worked with Telexcell Information System Limited, New Delhi
  - As Sales Executive – Techno Commercial
  - Worked From Jan, 2010 – Oct,2011

### **Role & Responsibilities with HOMTOM**

**HOMTOM is Global Smartphone brand with Headquarter in Shenzhen China,**

- Taking care entire Brand Strategy from designing to development
- Taking care of Marketing
- Taking care of Pan India Channel Generation and Management via digital platform
- Taking care of Brand Development
- Taking care of Entire Sales and Operations designing needs
- Taking care of Entire After Sales Operations structure designing
- Taking care of Entire Government Compliance's like CPCB, BIS, Etc

Build Entire Channel from 0 to 300+ Distributors across India, with digital channel worth 50 Cr Monthly.

### **Role & Responsibilities with Allied**

- Taking care entire Brand Strategy from designing to development
- Taking care of Marketing
- Taking care of Pan India Channel Generation and Management via digital platform
- Taking care of Brand Development
- Taking care of Entire Sales and Operations designing needs
- Taking care of Entire After Sales Operations structure designing
- Taking care of Entire Government Compliance's like CPCB, BIS, Etc

### **Role & Responsibilities with SRSG Broadcast**

- Taking care of North Business For Apple, Audio, Storage & NLE Business.
- Responsible of generating Leads & business.
- Work with Management and Marketing to help define/refine sales messages and ensure sales packages are developed and messages communicated to sales team
- Ensure that Sales, Product Management and Development receive such support as they request.
- Work with Technical Personnel to provide product, business and technical knowledge in support of sales activities.
- Responsible for understanding business and technical problems addressed by the products including key regulations, business drivers, evolving business needs, etc
- Identify and generate leads opportunity by pro-active participation in day to day business activities.
- Training to sales and Technical staff in all region.
- Responsible for Demo's.
- Responsible for POC's.

### **Role & Responsibilities with TelExcell**

- Work with Management and Marketing to help define/refine sales messages and ensure sales packages are developed and messages communicated to sales team
- Ensure that Sales, Product Management and Development receive such support as they request.
- Work with Sales Personnel to provide product, business and technical knowledge in support of pre-sales activities.
- Responsible for understanding business and technical problems addressed by the products including key regulations, business drivers, evolving business needs, etc
- Identify and generate leads opportunity by pro-active participation in day to day business activities.
- Response to RFP's
- Training to sales and Technical staff in all region.
- Responsible for Demo's.
- Responsible for POC's.
- Responsible for Providing Technical Support.

- Responsible for Installations.
- Responsible for Site Surveys.

## **Designing Software Knowledge**

Knowledge of wide range of Adobe Creative Cloud Softwares

- Photoshop
- Illustrator
- AfterEffects
- Dimensions
- Spark
- XD
- Lightroom

Dassault System Solidworks

## **Project Work**

- Worked on Various Govt. Sector Projects like Powergrid, Ministry of Labour, Ministry of Home Affairs
- Worked as freelancer with companies like Paytm, Flipkart, Havas Worldwide, etc.

## **Knowledge in Computer:-**

I am perfect in any kind of computer oriented work as well as good knowledge on:-

- MS-OFFICE

## **Personal Profile:**

Date of Birth : 10<sup>th</sup>,Dec,1988  
Father's Name : Sh. Yashpal Bobal  
Marital Status : Married  
Languages Known : Hindi, English,  
Nationality : Indian  
Interest of area : Channel Development and Management

## **Hobbies & Interest:**

Desiging & Animation

Date : 01<sup>st</sup>, May, 2019

Place : GURGAON

**(ADITYA BOBAL)**