

Curriculum Vitae

Anurag A.Bokan

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Pune, Maharashtra India.

Summary

Highly efficient results driven and capable marketing executive with a proven ability to effectively develop, manage, and control relationships between the company and its end audience. Having a proven track record of quickly understanding a marketing campaigns mission, vision, and objective and then communicating this to potential customers and effective data management. Enjoying challenging briefs & able to work to an excellent standard under considerable pressure whilst presenting a positive image to clients & colleagues.

Professional Experience

CRM Executive - Marketing and Strategy Planning.

Time Legend IT and HR Consulting Solutions Pvt.Ltd (Division of Satguru Travels) (2018 – 2020) Pune, Maharashtra,India.

- Reporting & tracking of all sales & marketing activities for various projects through Salesforce reporting & analytical tool.
- Manage quality and consistency of data, train users, generate reports and input data to support organization initiatives.
- Gathering critical information from meetings with various stakeholders and producing useful reports.
- Working closely with the country managers and the wider international commercial team to ensure overall improvement of CRM and Sales activity
- Evaluating business processes, anticipating requirements, uncovering areas for improvement, and developing and implementing solutions.
- Implement feedback and analysis driven improvements across all international CRM campaigns
- Conducting meetings and presentations for branches & corporate clients for new & existing projects.
- Develop & Implementation of new marketing strategies (pre sales & post sales).
- Research develop, analyze, and maintain statistics and provide data as per requirement.
- Research along with the ground team for pricing of competitors and implement counter-strategy for Sales growth.
- Develop professional working relationships with key contacts within internal departments to ensure that the operations unit is capable of producing results outlined by the departmental standards.
- Effectively communicating insights and plans to cross-functional team members and management.
- Coordination with branches for Sales & Marketing and other activities across Africa.
- Follow up submit necessary reports with the marketing department as and whenever required.
- Implementing new projects in the African market for Cars In Africa, Visa Done and Education Overseas Portals.

Creative Sales Executive – Marketing

MoodSlate Design Studio (2017 – 2018) Pune, Maharashtra, India.

- Analysis of the workflow, systems, and procedures against consumer needs, market trends, and business growth strategy.
- Manage sales and promotion activities within approved budgets according to management policies and guidelines to maximize the usage of resources, controlling costs and increasing profitability.
- Responsible for social media updates (Facebook & Instagram).
- Creating, Editing and branding posts for social media through Adobe Photoshop
- Field visits and direct and indirect sales through visits and Cold calls
- Follow-up and coordination with vendors for work.

Corporate Sales Executive - Sales

Chowgule Industries Pvt Ltd (Maruti Suzuki) (2015 – 2016) Pune, Maharashtra, India.

- Sales & marketing for corporate & govt. firms.
- Lead generation On Showroom Level.
- Presentations & active participations in corporate events & exhibitions.
- Car leasing for corporate & govt. employees through financing units.
- Focused on service, responsiveness, and superior client service.
- Customer Interaction For Documentation & Other Stuff.
- Delivery of Vehicles.
- After-sales service and support.
- Preparing the Debit & Credit Report.
- Preparing overview reports
- Idea generation & implementations for business growth.

Sales Executive – Sales and Marketing

Go Leisure International Holidays Pvt Ltd (2013 – 2015) Pune, Maharashtra, India.

- Responsible for Sales of Holiday Packages stated by the Company.
- Collection of payments.
- Documentation and others.
- Coordination with Client for booking and other stuff.

Education

Masters of Business Administration (2016 - 2018)

Sinhagad College of Engineering

49%

Bachelors of Business Administration (2012 - 2014)

Jaikranti College of Computer Science & Management Application

61%

Higher Secondary Certificate Examination (12th) (2010 - 2012)

M.S.I.H.M.C.T

67%

Secondary School Certificate (10th) (2009 - 2010)

Muktangan English School

77.67%

Professional and Soft Skills

- Sales force and Sugar CRM
- Personal management skills.
- Microsoft Excel / Word / Powerpoint - Basic and Advance.
- Multitasking.
- Data management.
- Time management skills.
- Problem analysis & solving.
- Adaptation of new technologies.
- Determination.
- Communication skills.
- Teamwork.
- Computer / technical literacy
- Strong work ethics.
- Leadership/management skills.
- Can work under pressure.
- Demonstrated persuasive and negotiation skills.

Language Proficiency

English - Fluent (Reading, Speaking and Writing).

Hindi - Fluent (Reading, Speaking and Writing).

Marathi - Fluent (Reading, Speaking and Writing).

Personal Information

Name: Anurag Bokan

Gender: Male

Marital Status: Single

D.O.B: 10th August 1994

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Passport Details

Place of Issue: India.

Passport no: Z3566934.

Date Of Expiry: 06/12/2026.

Declaration

I hereby declare that all the details furnished above are true to the best of my knowledge and belief.