



PRATIBHA

Marketing and Sales | IIM

March 9, 1991

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Profile Summary

Five years of experience in Sales & Marketing and Project Management in two Fortune 500 companies

Skills & Strengths

- Key Account Management
- Sales
- Budgeting
- Marketing Strategy
- Brand Management
- Business Development
- Project Management
- Channel Management
- B2B Sales

Education

- PGDM (Marketing) IIM Rohtak
May 2013 – Feb 2015
- B.Tech in I.T. Jamia Hamdard, Delhi
May 2009 – April 2013

Certifications

- Google Adwords
- HubSpot Inbound Marketing

Internship

R.J. Corp (Pizza Hut/KFC)
New Delhi
April 2014 – May 2014

- GTM strategy for a new Pizza Hut store located at Okhla
- Achieved savings of Rs 1,13,000/month through negotiation, alternate sourcing and localization of vendors



JPMORGAN CHASE & CO.

EXPERIENCE

Assistant Manager- Retail Sales Jul 2020–Present **Mangalore Indian Oil Corp. Ltd.**

- Responsible to deliver top line growth through Petroleum product sales and Nonfuel Revenue through a network of 56 Retail outlets with **revenue of 1320 cr+** PA handling a team of 5
- ATL & BTL** activities at local level, Vendor Management, Event Management, POSM development
- Responsible for taking investment decisions at RO on the basis of Internal Rate of Return (**IRR**)

Sales and marketing Officer Sep '18-Jul '20 **Kanpur Indian Oil Corp. Ltd.**

- Increased market share by 5.6% in MS and 4.4% in HSD during the tenure handling a network of 36 Retail outlets with **revenue of 840 cr+** PA
- Launched **promotional schemes** for lubricants resulting in increased sales by 42% (56 KL YOY)
- Increased Non fuel Revenue by 47.5 % through new commissioning of ATM, PUC, and Dhaba
- Tracked consumer and **marketing insights** by reviewing metric such as volume, per pump throughput market share, profit projection, pricing & distribution and **conducting consumer research**
- 42.4% growth (3825 KL YOY) of Branded Fuel sales (upselling) through IMC (Profit of 1.12 crores)
- Business Development**
- Added 19 HSD fleet customers of Reliance and BPCL worth Rs. 24 crores PM to IOCL Retail Outlets
- Organized 16 marketing events for existing customers and generated 73 leads through referrals
- Organized 3 Reconnect Programs & converted 7 lost customers back to IOCL worth 3.5 crores PM
- Ensured new customer's smooth on-boarding process by ensuring requirements are met at the RO
- Commissioned 9 new ROs at strategic locations by analyzing data on location demographics, business potential and competitor's analysis leading to monthly volume gain by 2440 KL HSD
- Launched 7 Mobile Dispensers, a new initiative of fuel delivery (Monthly volume gain: 842 KL PM)
- Liasoning with Govt. Departments like DM, Police, Pollution & PWD to get NOC for new Retail Outlet
- Branding**
- Branded 32 ROs as Dhruva ROs by standardization of facilities, Service level, Customer Attendant's behavior and branding collaterals under "Project Dhruva"- an IOCL initiative with BCG

Key Achievements

- Awarded for **highest Lube and Adon Sales** by volume in UP Region out of 61 SOs for FY 18-19
- Won 2nd prize, twice in Uttar Pradesh region out of 61 Sales Officers for outstanding performance in getting results from project Dhruva on multiple criteria- FIT score, Automation, sales volume, etc.

Sales and Marketing Officer Aug '16–Sep '18 **Kanpur Indian Oil Corp. Ltd.**

- Formulated **business strategy** via product trend analysis & competition benchmarking in the Sales Area whose implementation led to market share growth by 2.01 % in MS & 3.10 % in HSD YOY
- Aligning RO dealers to Marketing strategy, goals & targets of IOCL through regular trainings & meets
- Maintaining strong relationship with RO dealers; provide sales support, and solve complex problems
- Monitoring product level at ROs & liaise with Supply Point to ensure smooth product delivery on time
- Allocating **sales targets** to RO dealers after a through product-wise Like for Like Sales analysis
- Continually organizing dealer's engagement activities to keep them motivated to achieve targets

Key Achievements

- Best performance award for Highest growth (15.23%)of HSD volume in FY17-18

Project Management (Team Lead) June '15–May'16 **Mumbai J P Morgan**

- Rolled out Technology Platform for Financial Reporting vertical for **automation** of manual activities
- Responsible for requirement elicitation, product designing, test management and training
- Member of people's agenda group with the responsibility of organizing and promoting internal events
- Member of University Focus Group: Organized pre on-boarding activities for new hires

Key Achievements:

- Extra miler award in Jan '16 for initiating a project to save 14 FTEs through redesigning SMART
- Outstanding Team Award for delivering target of 7 Full Time Employee saves in Q4 2015-2016
- First runner up in CDP case study challenge organized across Mumbai, Bangalore and Manilla