

Ashok Kumar Sharma

C-536, C-Sector, Shahpura, Arera Colony, Bhopal-462016
Mob. 9301031655, 9669888358 email : ashoks4306@gmail.com

CAREER OBJECTIVE

- To make a significant contribution towards the achievement of the goal of the organization I serve through dedication, sincerity, and hard work and simultaneously, continue to learn and augment my knowledge and skill.

STRENGTHS

- Ambitious, outgoing & lively person having a flair for media marketing, banking & PSU sector.
- Quick Learner, Team-oriented and hard working.
- Strong communicator with dynamic training and management abilities.

TOTAL EXPERIENCE

Total **21 Years** (approx.) experience in various sectors.

PRESENT PROFILE

- Presently working with **Swadesh Group, Bhopal** as "**General Manager**" for Bhopal Territory from January 2024.

Job Profile:

- Responsible for the Govt. publish advertisement (Director Public Relation, Madhyam); Banking, Educational sectors, Insurance sector, corporate and industrial relationship.
- Building and maintaining healthy business relations with high net worth and corporate clients and thereby ensuring higher customer satisfaction matrices.
- Leading two executives and motivation activities.
- Promoting Branding Advertisement, Customer meet, Event for achieving determined targets.

- Worked with **Dainik Jagran Group, Bhopal** as "**Dy. General Manager**" for Bhopal Territory from March, 2023.

Job Profile:

- Responsible for the Govt. publish advertisement (Director Public Relation, Madhyam); Banking, Educational sectors, Insurance sector, corporate and industrial relationship.
- Building and maintaining healthy business relations with high net worth and corporate clients and thereby ensuring higher customer satisfaction matrices.

- Leading two executives and motivation activities.
- Promoting Branding Advertisement, Customer meet, Event for achieving determined targets.

Achievement :

- Published Government Special Scheme Pages : 97 Pages.
- Government Book published worth Rs. 1.45 crores.

- Worked with **The Hitavada, Bhopal** as “**Unit Head**” for Bhopal Territory from May, 2021.

Job Profile:

- Handling entire team of marketing, editorial, circulation.
- Ensure proper publication of paper, circulation, distribution, advertisement and business management.
- Responsible for the Govt. publish advertisement (Director Public Relation, Madhyam); Banking, Educational sectors, Insurance sector, corporate and industrial relationship.
- Building and maintaining healthy business relations with high net worth and corporate clients and thereby ensuring higher customer satisfaction matrices.
- Promoting Branding Advertisement, Customer meet, Event for achieving determined targets.

- Worked with **Rajasthan Patrika Pvt. Ltd., Bhopal** as “**Business Manager - Segment Head**” for Bhopal Territory from April 2008 to April 2021.

Job Profile:

- Responsible for the Govt. publish advertisement (Director Public Relation, Madhyam); Banking, Educational sectors, Insurance sector, corporate and industrial relationship.
- Building and maintaining healthy business relations with high net worth and corporate clients and thereby ensuring higher customer satisfaction matrices.
- Leading two executives and motivation activities.
- Promoting Branding Advertisement, Customer meet, Event for achieving determined targets.

Achievement :

- Banking Loan Guide
- Patrika Icons Book of Bhopal
- Continue Top for consecutive 5 years.

- Worked with **Dainik Jagran** as “**Product Head**” for Bhopal Territory from December 2006 to March 2008.

Job Profile:

- Responsible for the Govt. publish advertisement (Director Public Relation, Madhyam); Banking, Educational sectors, Insurance sector, corporate and industrial relationship.

- Building and maintaining healthy business relations with high net worth and corporate clients and thereby ensuring higher customer satisfaction matrices.
 - Promoting Branding Advertisement, Customer meet, Event for achieving determined targets.
- Worked with **Dainik Sandhya Prakash Ltd.** as “**Assistant Manager**” for Bhopal Territory from February 2005 to November, 2006.

Job Profile:

- Responsible for the Govt. publish advertisement (Director Public Relation, Madhyam); Banking, Educational sectors, Insurance sector, corporate and industrial relationship.
- Responsible for the training and motivation activities for the executive.
- Building and maintaining healthy business relations with high net worth and corporate clients and thereby ensuring higher customer satisfaction matrices.
- Promoting Branding Advertisement, Customer meet, Event for achieving determined targets.

PREVIOUS EXPERIENCE

- Worked with **Standard Chartered Bank** as “Junior Probationary Officer” for Bhopal Territory for One year.

Job Profile:

- Taking care of Sales Executive for the product credit card.
- Recruitment of Sales Executive.
- Responsible for training and motivation activities for the sales executive whenever required.

- Worked with **Birla Homes Finance Limited** as “**Sales Officer**” of Bhopal Territory for One and half year.

Job Profile:

- Basic responsibility of achieving volume and value targets of branch.
- Responsible for the corporate and industrial relationship.
- Achieving Sales target and responsible for the profitability of the branch.

- Worked with **ICICI Bank Limited** as a “**Sales Executive**” from Bhopal for One year.

Job Profile

- Responsible for identify new clients for opening Accounts.
- Responsibility for the corporate and industrial relationship
- Achieving Sales target and responsible for the profitability of the branch.

PROFESSIONAL/ACADEMIC PROFILE

- **2001** : **Master of Business Administration (M.B.A)** with marketing from Barkatullah University , Bhopal with a first division.
Specialization : Marketing Management
- **1999** : **Master of Science (M.Sc.)** from Motilal Vigyan Adarsh Mahavidyalaya, Barkatullah University Bhopal.
- **1997** : **Bachelor of Science (B.Sc.)** from Motilal Vigyan Adarsh Mahavidyalaya Bhopal, Barkatullah University Bhopal.
- **1993** : **H.S.S.C** from Board of Secondary Education Bhopal, M.P. at Model Higher Secondary School, T.T. Nagar, Bhopal with a first division.

ADDITIONAL QUALIFICATION

- Three years Russian Language Diploma from Dr. A.V. Baliga Russian Language Institute affiliated to Barkatullah University Bhopal with a first division

COMPUTER PROFICIENCY

- Hands on experience with MS–Word, MS Excel, Power Point and Internet Web page Designing (HTML , DHTML Vb script)

SUMMER PROJECTS

- Consumer perception & attitude towards handicraft and handloom products.

Organization : Madhya Pradesh Hast Shilp Evam Hathkargha Vikas Nigam Limited Bhopal

ACHIEVEMENTS

- Got 7th position in M.B.A.
- Got 3rd position in Russian Language Institute.

Personal Details

Father's Name : Shri J.P. Sharma
Date of birth : 1st July 1976
Interest : Interacting with people, making friend and songs.
Language known : Hindi, English & Russian
Nationality : Indian

DECLARATION :

I consider myself familiar with Technical Aspects upto an extent. I am also confident of my ability to work in a team.

I hereby declare that the information given above is true to best of my knowledge & belief

Place :**Date :****Ashok Kumar Sharma**