

**ROHIT SEN**

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## CAREER OBJECTIVE

I am driven to be the best at what I do and I want to work somewhere where I'll have opportunities to develop my skills, take on interesting projects and work with people I can really learn from. Some of the most innovative thinkers in the industry work here and that's a big reason why I would love to build a career here. I am always ready to learn from my surroundings.

## ACADEMIC QUALIFICATION

- BCA (2017)
- B.COM from Rajasthan University Jaipur (2014)
- Senior Secondary from Lawrence & Mayo, Ajmer (CBSE) (2011)
- Secondary from Lawrence & Mayo, Ajmer (CBSE) (2009)

## OTHER SKILLS

- Well versed with Microsoft Office Suite (Excel, Word, and PowerPoint) and Internet Operations.

## ACHIEVEMENTS

- Made sales rise from 25% to 90% through reaching extreme rural areas of Rajasthan; Covered more than 65 blocks in 10 districts allotted to me.
- Fastest to be appointed district distributor in 10 districts giving monthly sales of Rs 5 lakh each. Completed monthly sales of Rs 25 lakh.
- Promoted from Designation Management Trainee to Process Member.
- Eased the work load of the management through developing channel distributions in the districts.
- Brought orders for products in advance such as ceiling lights and surface panels which were newly added to the products range of the company.

## EXPERIENCE

**Franchise Development Manager, Delicia Foods (October 2023-Till Now)**

**Regional Sales Manager Rajasthan, Zota Health Care Limited (June 2022- March 2023)**

**Territory Manager Franchise Development at Shanti Education Initiative Limited  
(Chiripal Group Ahmedabad) (May 2019- May 2022)**

**Process Member, Aksh Optifibre Limited (March 2014-May 2019)**

- Preparing and proposing a trade budget for various levels of trade interventions. Designing Trade (Primary/ Secondary/ Off take) Schemes as per the need of the market.
- Trade Level Initiatives :-
  1. Special Drives of Sales/Visibility for Select Channel/LED
  2. Special targeted programmes (relationship/loyalty/micro marketing)
- Pre & Post Evaluation of Trade Level Interventions
- Maintaining relevant data of Distribution/Sales.
- Track & Analyze viz-a-viz stated objective:-
  1. Sales Target & Achievement
  2. Coverage/Sales/Drop size etc.
  3. Competition Activities
- Plan & Propose incentives with stated objectives for Sales Team as well as Third Party Sales.

## **PERSONAL DETAILS**

Father's name : Yudhister Sen

Date of Birth : 26<sup>th</sup> April 1995

Languages Known : Hindi, English

Address : 25/64, Sheopur Road ,Pratap Nagar, Sanganer, Jaipur (Raj.)