

# Nitesh Sharma

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## Professional Skills

- Ingenious sales specialist consistent at delivering year-on-year business growth by exceeding B2B sales targets, developing sales strategies, boosting client retention and increasing new customer acquisition
  - 9+ years of proven experience in customer relationship management, account management, and team management including conflict resolution, having served with two Fortune 500 corporations
  - Exemplary leadership skills of commanding large multi-disciplinary and cross functional team of resources
  - Proficient supervisory and subordinate skills to hire, train, coach, discipline and allocate associates
  - Adept in complete sales cycle-Prospect, Prepare, Connect, Present, Handle objections, Close & Follow up
  - Skilled at New Business Development, Sales funnel forecasting, Solution sales planning, and all forms of sales cycles including Consultative selling, Inbound/Outbound, Account based & Relationship based sales
  - Well trained to close complex deals including but not limited to high stake values and longer sales cycle
  - Needs Analysis – able to accurately assess periodic and long term requirements
  - Expert at client negotiations with strong influencing skills to foster business relations at all levels from CXO's to line-managers
  - Sound organizational skills in Project management with ability to manage multiple priorities having conflicting deadlines to completion
  - Experienced in Media planning, Public relations, Event management & developing marketing strategies
  - Strong communication and public speaking skills to create and deliver high-impact presentations, oversee proposal development, content writing and drafting internal/external corporate communications
  - Well versed with MS Office suite, Photoshop, Digital marketing platforms, and Sales CRM systems
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## Professional Experience

### Assistant Store Manager at Walmart Canada

June 2018-June 2019

- Fulfillment Manager handling large team including **30+ direct reporting associates & 2 support managers**
- Verified that tasks are appropriately and timely executed with a maximum of manpower efficiency by monitoring performance and work prioritization to best meet the needs of the store
- Controlled inventory levels, shrink reduction, backroom storage and monitored floor sales trends
- Managed weekly scheduling and hourly staffing by matching the right resource with the right tasks
- Established performance objectives, reviewed progress throughout the year, completed formal annual performance reviews and appraisals for direct reports as required
- Managed multiple priorities in a fast paced, dynamic environment ensuring customer satisfaction
- Identified opportunities for efficiency and profitability with overall improvement in the management of categories within the company policies and set store standards
- Recruit, lead, coached, developed and supervised team of associates with firm accountability and disciplinary write ups, ensuring employee work efficiencies met company expectations
- Exercised judgment and discretion in the day-to-day operations of the **C\$74million store** (LY top line)
- Created additional marketing and branding opportunities through the use of proper merchandising

### Sr. Sales Executive at The Walt Disney Company

March 2014-Feb 2018

- Branch lead for Client Solutions and Ad Sales revenue for **portfolio of 12 English Channels**
- Monitored competition and increased the genre volume revenue share by offering advertising airtime space, content integration, sponsorship, ad slot buys and customized bundled solutions
- Identified untapped opportunities to offer custom made bundled solutions to clients, ensuring their growth into a loyal customer base and **increasing new client count by 30%** (highest in region)

- Developed comprehensive understanding of category/industry specific insights, advertising budgets and future trends by leveraging market expertise and access to information data and assigned subordinate responsibilities within regional sales teams to enable **delivery of C\$15 mil annual revenue** (all time high)
- Offered sample product demos to pitch client solution, handled objections, pricing negotiations and closing techniques in order to win complex deals
- Planned innovative customer strategies and conceptualized tailor-made solutions within effective budgets to garner advertising revenue share from Enterprise and Corporate Accounts
- Drove sales initiative, developed pitch presentations and formal proposals (*BARFO*) by including value added service enhancements/customised pricing grid to lock potential business opportunity
- Coordinated channel specific activities including product launches, branding and marketing communication collateral with matrixed departments including Marketing, Traffic, Finance and Legal
- Established synergetic working relationships with key stakeholders and cross functional teams to implement, execute end-to-end solution integrations by overcoming barriers to sale and mitigating risks

### Key Account Manager at Music Broadcast Ltd.

March 2012-Feb 2014

- Prospected, acquired and retained customers within the specific vertical market(s) to achieve quarterly and annual sales targets for the **non-traditional revenue vertical - Radio City Connect 91.1FM**
- Assessed market trends for demand services, consumer insights and suggested appropriate advertising mix solutions to clients and media agencies using marketing mix of digital, Tv broadcast, radio, print, mobile and on ground promotions leading to **increase in revenues by 30% in very first year**
- Managed overall project budget, attained targeted revenue and handled timely collections for the station while coordinating with multidisciplinary team of resources to maximize total market share
- Prospected and developed a client database through cold calling, e-mails, MR database, social media networking, sales CRM systems, attending events and in-person meetings within the market region
- Managed the implementation of executed sales and sponsorships placements with subcontractors, ensuring SOW is adhered to and contractual obligations are met
- Processed invoices and got involved in purchase order processes for streamlining sponsorship paperwork
- Primary sales point-of-contact for the account – brand ambassador between organization and client
- Partnered with Team Analyst and Brand Marketing teams to review and monitor KPI's such as campaign performance, response rates, participation levels and mitigate risk opportunities by proactive actions

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### Education

- **MBA Communications Management**, with specialization in Public Relation and Marketing
- **Bachelor of Technology**, in Mechanical Engineering

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### Professional Achievements

- Certified 'ProServe Liquor Staff Training Program' and 'Power Equipment Operator' Canada 2018
- 'Festive Reward & Recognition' performance incentive for highest number of client solutions in 2018
- Closed the 'biggest deal from single client worth \$5 mil' on Star English Channels in 2017
- Anchored signing of the 'biggest deal from new client worth \$13 mil' for the branch in 2017
- Obtained maximum 5 Star Rating in annual appraisal 2016 to be 'promoted' as Sr. Sales Executive
- 'Mission Thunderball Award 2016' for highest total revenue in festive season on impact properties
- **4 time winner of 'Star Spark Award'**, a quarterly performance Reward & Recognition
- **10 time winner of 'Star of the month'**, a monthly sales performance Reward & Recognition
- 'Partners in Pride award' for teamwork from the CEO in 2014
- Was **promoted** to Key Account Manager Activations with reporting support associates as business expanded by **newer client count increasing by 40%** in my very first year in 2013
- **Closed the highest sponsorship deal of IPR 'Radio City Super Singer 2013'** worth \$.5 million
- Directed **Radio City's Most Innovative Activation Plan** in the country for 2013