

Nidamanuri Yeswanth  
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### **Career Objective:**

To leverage my 8+ years of experience in FMCG sales and marketing with digital marketing skills to enhance brand visibility, drive customer engagement, and achieve organizational growth at a reputed company.

### **Professional Summary:**

- Results-driven marketing professional with over 8 years of experience in FMCG, retail, and sales. Skilled in traditional and digital marketing strategies, and team leadership.
- Proven ability to plan and execute sales and marketing campaigns that boost market share and brand presence.
- Excellent communication, presentation, and convincing skills.
- Dynamic learner with the ability to work under pressure and meet deadlines.
- Strong leadership, team motivation, and relationship management abilities.

### **Experience:**

- Elite Naturals Private Limited – Marketing Executive (April 2024 – Present)
  - Managing both sales and marketing functions with a focus on digital visibility and brand growth.
  - Coordinating marketing campaigns, product promotions, and digital content optimization.
  - Conducting competitor analysis and developing strategies to enhance brand positioning.
  - Managing distributor relationships and ensuring efficient supply chain and sales operations.
- Modi Naturals Limited – Sales Officer (April 2023 – March 2024)
  - Handled General Trade and led a team of DS for achieving sales targets.
  - Managed primary and secondary sales in assigned territories.
  - Built relationships with distributors (RDS) and dealers to expand market coverage.
  - Promoted new product launches and ensured consistent product availability.
  - Monitored sales data and prepared MIS reports on a daily basis.
- Deo Leo India Pvt Ltd – Sales Officer (October 2022 – March 2023)
  - Handled Figaro Olive Oil products and managed distributor network across key territories.

- Focused on client acquisition, sales promotion, and order booking.
- SAJ Food Products Pvt Ltd (Bisk Farm) – Sales Officer (June 2021 – October 2022)
  - Oversaw primary and secondary sales in the assigned area.
  - Achieved sales projections consistently and managed team performance effectively.
- Global Consumer Products Pvt. Ltd. – Associate Sales Officer (September 2018 – January 2020)
  - Managed distributor appointments, client acquisition, and promotional activities.
  - Ensured timely coordination and service delivery to clients.
- Ravi Medical Syndicate – Senior Marketing Executive (July 2017 – August 2018)
  - Led marketing operations and customer acquisition campaigns.
- Konakalla Steels Pvt Ltd – Sales Officer (October 2013 – June 2017)
  - Managed sales operations, client relationships, and market expansion activities.

#### **Best Achievements:**

- Achieved and exceeded monthly sales targets.
- Recognized as Best Performer for achieving a sales milestone of ₹10 Lakhs.

#### **Academic Profile:**

- B.Com, Acharya Nagarjuna University (2008)
- Board of Intermediate Education, A.P. (2005)
- S.S.C., Board of Secondary Education (2003)

#### **Technical Skills:**

- MS Office, Excel, PowerPoint
- Digital Campaign Planning and Reporting

#### **Personal Profile:**

- Date of Birth: 20-04-1988
- Hobbies: Playing Cricket, Watching News
- Marital Status: Married
- Nationality: Indian
- Languages Known: English, Telugu
- Special Interests: Reading Books, Internet Surfing

#### **Declaration:**

I hereby declare that the above information is true to the best of my knowledge and belief.

Place: Vijayawada

Signature

Date:

(Nidamanuri Yeswanth)