

# Naveen Chandra

## Area Sales Manager - North

A-179, Street No-8, West Vinod Nagar Delhi 92

naveen.chandra727@gmail.com

7701911433



### PROFILE

Experienced industrial sales specialist in Sensors and Data Acquisition Systems, Skilled in digital marketing, social media, paid ads, CRM, and digital services sales. Focused on driving growth, meeting targets, and enhancing brand presence across both traditional and digital channels.

### WORK EXPERIENCE

May 2024 – Present  
Remote

**Area Sales Manager**, *Burster Measurement System Pvt Ltd*

- Sales Growth: Drove revenue in the northern region by expanding distributor network and acquiring new customers.
- Partnerships: Collaborated with SPM Builders to enhance offerings and increase market reach.
- Account Management: Maintained strong relationships with distributors and key accounts.
- Team Management: Led and motivated the sales team to achieve regional targets.

Aug 2022 – Apr 2024  
Remote

**Business Development - Digital Marketing and E-commerce**, *Digiloop*

- Digital Strategy: Develop and execute marketing plans to drive growth
- Paid Ads & Social Media: Manage campaigns to boost reach and engagement
- E-Commerce: Optimize channels for higher conversions
- CRM & Salesforce: Customised CRM Sales and Salesforce (Sales & Service Cloud) for lead generation.

Aug 2017 – Feb 2022  
Delhi, India

**Sr. Sales and Application Engineer**, *Josts Engineering Company Limited*

- Automotive OEMs: Partnered with Maruti Suzuki, Hero MotoCorp, Suzuki Motorcycle, and Honda for DAQ, sensors, NVH software, and upselling testing/calibration services.
- Educational Institutions: Collaborated with IIT Delhi, Kharagpur, and Roorkee for acoustic camera, sound level meter, and Sonoscout solutions.
- Industrial Solutions: Provided vibration testing solutions to DRDO labs, automotive ancillaries, and white goods manufacturers.

Nov 2012 – Jan 2015  
Delhi, India

**Customer Support Engineer**, *Toshibro Medicals Pvt Ltd*

- Pre & Post-Sales Engagement: Ensure customer satisfaction and drive repeat business.
- Relationship Building: Develop strong customer relationships and understand their needs.

## ACADEMIC ADVENTURE

2015 – 2017	<b>M.Tech</b> , Uttarakhand Technical University Dehradun Electronics & Communication Engineering
2009 – 2012	<b>B.Tech</b> , Uttarakhand Technical university Dehradun Electronics & Communication Engineering

## SUCCESSFULLY CRAFTED RELATIONSHIPS WITH

Automobile OEM, Automotive Tier 1&2 suppliers, Defense, Educational (IITs) and Power sector, White goods manufacturers, Pharmaceuticals, FMCG, and Startups.

## NAVIGATING MY RESPONSIBILITIES

- Develop and implement effective sales strategies to meet or exceed sales targets.
- Identify new business opportunities and build relationships with potential clients to expand the customer base.
- Conduct product demonstrations and presentations to showcase features and benefits to clients.
- Collaborate with the marketing team to develop marketing campaigns, promotional materials, and sales collateral.
- Prepare sales reports, forecasts, and budgets to track progress and performance.
- Stay updated with industry trends, new technologies, and best practices in sales and marketing.
- Build and maintain strong customer relationships to foster loyalty and repeat business.
- Participate in industry events, trade shows, and networking opportunities to promote products and services.

## ILLUMINATING PERSONAL PARTICULARS

Date of Birth : Sep 7, 1989  
Father's Name : Mr. Chandra Prakash  
Marital Status : Married

## DECLARATION

I hereby declare that all the above written particulars are true to the best of my knowledge and belief.

---

**Naveen Chandra**  
Delhi