



## Lakshmi Narayana Gorthi

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Hyderabad,  
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## SUMMARY

Dedicated and customer-oriented domestic and international Business professional with 19 years of customer service, sales and administrative experience, excelling at prioritizing and completing multiple tasks simultaneously. Flexible, meticulous and adaptive team player with expertise in customer relationship management, Business Development and Marketing. Dependable and results-oriented self-starter with proactive approach to problem-solving.

## SKILLS

- Market Analysis
- Sales Strategies
- Proposal Development
- Market Penetration
- Business Development
- Budget Management
- Operations Management
- Brand Marketing
- Competitor Analysis
- Strategic Planning
- Territory Management
- Cold Calling
- Goal Setting and Achievement
- Staff Training and Development
- Analytical Problem Solver
- Sales Projections
- Inventory Management
- Operational Records Review
- Sales Presentations
- Sales Plan Implementation
- Operating Procedures and Policies
- Team Building and Leadership

## EXPERIENCE

### Sr. Manager Administration .

Hyderabad, India

**IKF Home Finance India Limited /Feb 2024 to March 2025.**

- Handled 110 Branches in 6 states , Complete Branch Setup ,Facility Management ,Vendor Management ,Security Management, House Keeping Management , Rental Printer Payments .Distribution of Marketing materials to all branches .
- Taking care of Rental agreements , Prepare filled format of legal documentation for lease property.
- Make tie-ups with Hotels , Stationery ,Furniture , Courier companies ,Visiting Cards ,Id cards vendors. Branch Open & Shift activities. Branding & Internal requirement.
- Branch Furniture quotations. 'Cheque Preparations & Credit Card Payment. Creating Branch Codes /AR-AP Codes for Vendors in Omni Finn.
- Journal Entries & Payment Entries, Handling Banking Transactions.
- Party Creations, Prepare Purchase Orders. Maintain Front desk
- Maintain Travel desk., Bill Processing and submissions to CEO for approval
- As per the H.O & Branch requirements Purchase of Stationery item.
- Negotiation with LL for Rent Reduction/Rent Deposit Recovery/GST Invoice from LL Etc.
- Preparation of Journal entry and payment voucher in Omni Software.

- Plan & Organize corporate office event management .
- Vehicle Parking Sticker Monitoring.
- Monitoring Vendor quotations. Rental Agreements renewals.
- Employees F&F, Providing CUG Sims to the employees.
- Providing Access cards to the new Joiners. Security Deposit Payments.
- Monitoring Branch Shifting & Collection Security Deposits from LL .
- Branch Asset monitoring. Courier bills Payments, Monitoring Branch Petty cash.
- Arrange Gate pass for the Visitors and Investors as per the requirement.
- Arrange Meeting with Auditors and Investors as per management requirement.

### **Branch Manager**

**Hyderabad, India**

**Khazana Jewellery Pvt Ltd/ Nov 2022 to Mar 2023**

- Conduct morning meeting .
- Assign sales targets to the executives, floor managers & Deputy Managers, Motivate the sales teams to finish their respective targets.
- Conduct monthly performance reviews to the Managers
- Business dealings with corporate companies ( Silver & Gold Coins ).
- Co-Ordinate with supply chain management team.
- Customer intervention and handling their queries.
- Supervise Admin Manager activities, Vendor Management & House keeping.
- Plan & Organize monthly BTL activities, Marketing budget, Inventory Management ,Petty cash Management ,Security Management & Pantry Management, Vendor Management & House keeping, Respond to the commercial help desk & H.O mails .
- Prepare MRM ,DSR & APP reports, Maintain Guest house & Godown ,Floor observation. Taking care of Stock audit & Admin audit.
- Maintain store in hygienic environment, Provide excellent service to the customers.

### **Store Manager/Cluster Manager**

**Hyderabad, India**

**PMJ GEMS & JEWELS PVT. LTD/ May 2021 to Oct 2022**

- Franchise development ( B2B Sales ),Conduct Morning meetings with Store Managers Motivate them to achieve monthly Sales targets, Assign monthly sales targets to the concerned Stores. Make it ensure strictly adhere to follow SOP's in all stores .Intervention with Franchise ,Handling Operational queries,Co-ordinating with Supply chain management team, Handling Channel Sales Team.
- Regular Store Visits,Co-ordinate with Store teams to resolve customer queries. Plan Monthly & Quarterly bridal exhibitions taking care of other BTL activities. Prepare Yearly & Monthly sales projection & Marketing activities reports, Conduct weekly & Monthly Sales performance reviews with Store Managers.

- Recruitment of Store Managers/Floor Managers, Taking care of Store merchandising, Maintain monthly BTL activities related bills. Digital Marketing, Email campaigns ,SMS & MMS campaigns .
- Taking care of Store merchandising ,Inventory Management for the concerned stores.
- Maintain all stores Licenses & Operations data,Co-ordinate with customer service team to send required data to the concerned stores, Respond to the mails from stores & commercial helpdesk. .

### **Store Manager**

**Kakinada/Hyderabad, India**

**Tanishq Jewellers / Sep 2018 to Feb 2021**

- Conduct daily morning Sales meetings with staff
- Assign monthly sales targets to the associates .
- Daily check the status of customer orders, Advance orders, Internal boutique transfer status. Appointing vendors, Stock check from logistics, Assisting stock inward, Clear the customer complaints.
- Plan and Organize BTL activities, Digital Marketing, Email campaigns,SMS & MMS campaigns .Prepare monthly & Daily sales reports, Conduct Monthly work performance reviews to the Floor Manager & Sales officers. LMS power point presentations to the team members. Daily floor observation. .Maintain stock management , respond to the mails from Commercial Help desk. Daily have to do BOD & EOD operations in the system.

### **Branch Operations Manager**

**Hyderabad, India**

**Innovius Overseas Consultants Pvt.Ltd / Dec 2010 to Jul 2018**

- Managing clients .Make tie-ups with the different companies to get their vacancies. Expand the business network B2B Sales. Digital marketing, Email Campaigns.
- Conduct sales meetings motivate team members to reach their targets. Provide Training & Develop the team. Conduct awareness programs in colleges and other Educational Institutions for student admissions.
- Taking Care of client agreements. Handling customer queries. Look after the Office & Facility Management. Building Maintenance Management. General Administration, Vendor Management ,Security Management ,Cost Effectiveness , Take necessary steps from time to time to ensure that the above functions are carried on in the most cost effective way with minimum wastage.
- Make tie-ups with International Universities, Conduct telephone meetings with company HR's regarding to get update the status of candidate profiles. Prepare MIS reports. Achieve Branch monthly targets. Maintain branch business in a profitable manner. Provide excellent service to the customers.

### **Sales Manager**

**Kakinada, India**

**Max Newyork Life Insurance Company Ltd/ Jan 2010 to Sep 2010**

- Recruiting Advisors, Preparing weekly and monthly business reports. Motivating the team members to finish their targets. Conducting weekly PRP and monthly G.O meet. Conduct Daily FOD'S with agents, Conducting Awareness programs.
- Achieved company growth and brand development through market expansion and sales.
- Performed sales consultations and educated clients on products and services.
- Analyzed business and sales targets using critical problem-solving skills. Taking care of customers policies and providing excellent service to the customers.

### **Section-In Charge**

#### **DUBLIN, IRELAND**

##### **Marks & Spencer.Ltd/ Apr 2007 to Dec 2009**

- Answered customer questions and provided store information. Supported management team to facilitate task completion and meet performance goals.
- Updated inventory and production information using warehouse management systems and scanner guns.
- Promoted sales initiatives to support company brand.
- Reported any discrepancies or errors in pricing or inventory levels to management. Placed orders for additional stock when necessary to ensure adequate supply of merchandise.
- Maintained an up-to-date knowledge of store promotions, specials, events. Built relationships with customers by providing friendly customer service.

### **Business Development Officer**

#### **Kakinada , India**

##### **T.I.M.E Pvt Ltd / March 2004 to June 2006 .**

- Attend to the colleges giving presentations motivate students to join to in my organization .
- My organization provides coaching for GMAT ,GRE ,IELTS & TOEFL etc...
- Giving targets to the Sales Executives motivate them to achieve their targets.
- Conducting awareness programs , Maintaining stalls in expo exhibitions to enhance the business , Taking care of the students and some admin works also .

## **EDUCATION AND TRAINING**

### **Master of Science: Information Technology**

Rajiv Gandhi Institute Of Management & Sciences Oct 2004, Kakinada

### **Bachelor of Science: Computer Science**

Ideal Degree College Apr 1999, Kakinada

### **Diploma in Commercial Applications**

Nehru Yuva Kendra May 1996, Kakinada

### **International English Language Testing System (IELTS)**

June 2006 , Hyderabad.

### **NI-MSME Certification**

Ministry Of Foods , Dec 2011 , Hyderabad.

## LANGUAGES

**Telugu, English & Hindi**

