



ABHIJAY BHATT

MARKETING MANAGER

Details

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Links

[Linked In Profile](#)

Skills

Fast Learner

Communication

Leadership

Customer Service

Exceptional Presentation and
Public Speaking

Innovation

Hobbies

Badminton, Tennis, Squash and
Cycling.

Profile

1. Experienced in preparing and overseeing offline print marketing campaigns, resulting in an increase in partner relations for the company.
2. Bringing forth a proven history of fostering client relationships in order to maximize sales volume.
3. Self-motivated marketing manager with seven years of industry experience overseeing sales figures and new account developments.

Employment History

Business Consultant, ThinkWhy, Ahmedabad

APRIL 2021 – PRESENT

- Conducted market research in India, USA and Canada for the company and helped building a strong foundation for the organization.
- Pitched to the clients from the inbound leads.
- Strategized and executed email marketing to find potential D2C E-commerce companies globally.
- Utilized different platforms to acquire purpose driven e-commerce companies.

Marketing Executive, Caterpillar Signs Pvt. Ltd., Ahmedabad

OCTOBER 2018 – JANUARY 2021

- Handled B2B Pan India sales and marketing for the organization.
- Experienced in handling the BTL activities for retailers and worked closely with exhibitors and marketing agencies.
- Executed the client's projects single handedly and coordinated the same with the production team, logistics and on field execution team.
- Did vendor tie ups for PAN India execution.
- A proven record of success in penetrating new market segments, account development and revenue growth.
- Developing marketing reports to be presented at the meeting of top management.
- Lead the marketing programs for branding and lead generation.

Proprietor, Everest Organics Co., Kolkata

FEBRUARY 2017 – AUGUST 2018

- Trading of high quality tea from the Assam tea gardens.
- Worked to maintain positive client relationships, resulting in many client referrals.
- Distributing tea samples on weekly basis to clients and negotiating the prices for the same.

Founder, Mishtijar.com, Ahmedabad

JANUARY 2015 – FEBRUARY 2017

- Managed selling of sweets and snacks from all over India through an online platform.
- Created the layout and content of the website and launched it in 6 months of time.
- Hired sales person to register vendors from all over the country with the online portal.
- Managed legal aspects, customer service, issue resolution and ensured high satisfaction for the customers.
- Marketing new products with regular website updates and wrote ads for highest selling products.
- Hired marketing agencies for higher conversion rates through internet marketing and promotions.

- Pitched in front of investors to scale up the business.

Business owner, Everest Synthetics Co., Kolkata

AUGUST 2013 – DECEMBER 2014

- Self employed in the family business of chemicals and dyes, supplying to the Jute industry of India.
- Responsible for all aspects of running a business which includes sales, finance, stock evaluation, client and vendor handling.
- Had the opportunity to work with various department heads and management which helped to build a strong network and good work recognition.
- Did market research for overseas market and attended exhibitions in Bangladesh for revenue growth.

Oracle DBA, Infosense Global Solutions, Ahmedabad

MARCH 2013 – JULY 2013

- Learned patching, cloning, troubleshooting and monitoring of oracle database and applications.

PHP Developer, Commerce Pundit Pvt. Ltd, Ahmedabad

AUGUST 2011 – DECEMBER 2011

- Worked as a trainee web developer for e-commerce clients.

Education

B.E. in Computer Engineering, Gandhinagar Institute of Technology, Ahmedabad

AUGUST 2007 – JULY 2011

PG Certification in Digital Marketing and Communication, MICA, Ahmedabad

NOVEMBER 2020 – NOVEMBER 2021

SPECIALIZATIONS :

1. Branding and Communication.
2. Social Media and Content Marketing.
3. Marketing Analytics.

Courses

Oracle Certified DBA, ITS Data Solution Pvt. Ltd.

DECEMBER 2012 – FEBRUARY 2013

Google Ads Display Certification, Google

MAY 2021 – MAY 2022

Google Ads Search Certification, Google

MAY 2021 – MAY 2022