

Pallavi Barkade

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Profile Summary

Targeting sales & marketing role of esteemed organization in e-commerce and FMCG sectors. Analysed **80+** data records & insights to determine consumer trends, developed strategic plan to increase system & process efficiency.

Professional Experience

- Category Manager**, Elite Tech Healthcare Pvt Ltd Aug 2021 – Present
Improvised product portfolio by collaborating with **6** cross functional teams, evaluated employee performance & analysed **4** key players in diagnostics industry
- B2B Sales Intern**, Zomato May 2021 – Jun 2021
Persuaded **313** restaurant partners to improve services in Surat, end to end execution of **11** restaurants for registration and coordinated with Sales logistics team
- Brand Management Intern**, Cipla Apr 2020 – Jun 2020
Designed Go to Market (GTM) strategy of synchrobreathe portfolio focusing on product strategy based on need gap analysis of **6** stakeholders
Executed zero error challenge marketing campaign targeting doctors and streamlined digital marketing through Google Analytics & SEO audit to achieve goal of **16crs** revenue by 2021
Collaborated with **10** Regional Sales team & **60+** doctors for modifications in packaging and leaflet based on customer and consumer insights
- Marketing Intern**, Xpert.com Apr 2019 – May 2019
Conducted secondary market research on professionals across fields to execute **10** campaigns on website based magazine and generated **50+** leads

Skills

Research oriented Interviewed 3 stakeholders of Let's Endorse, proposed changes in due diligence process & phase wise promotion plan	Analytical skills Estimated market size, growth rate & identified trends for 'World of webinars' through 40+ interviews & surveys	Organising and Planning Organized 15+ literary events as volunteer of IBC- English Literary Society catering to an audience of 1200+
Managing Stakeholders Managed dynamic allocation of inventory fulfilling logistics for 250+ companies as member of Placement Operations	Mentorship Mentored 50+ students by conducting CV reviews/mock interviews/ GDs for summer placements at IIM Lucknow	Creativity Created graffiti on 'Game with the Superhero' in Sangharsh'19- Inter IIM Sports meet having footfall of 700+

Awards

- Compass Case study Competition**
Top **6** finalists to present report on impact of COVID on economy and revival strategy from government perspective

Certifications

Certified Product Management Professional(CPMP) Henry Harvin	Digital Marketing Internshala
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Education

Masters of Business Administration in Marketing, systems & HR , IIM Lucknow	2019 – 2021
Bachelor of Technology in Materials Science & Metallurgical Engineering , NIT Bhopal	2014 – 2018