

# **SNEHA BHUTORIA**

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## **Assistant Marketing Manager**

*Seeking challenging and rewarding assignments in the industry*

### **PROFESSIONAL EXPERIENCE**

#### **GUJARAT RAFFIA INDUSTRIES LIMITED, INDIA (Jan 2011 –Present)**

##### **Marketing Head**

- Responsible for dealing with its export-import documentation, Tele sales and also communicating with existing and new customers and Ngo's in foreign countries.
- Handle the queries and issues of the customers and resolve them very effectively.
- Drive and manage export sales & marketing strategies to serve company growth
- Motivate export sales & marketing team to achieve target
- Process and execute authorization, substitutions, order, replacements, credit memos etc.
- Act as a liaison in between corporate and field operations like advertisements, development, legal department or manufacturing.
- Prepare government tenders, documents, requirements, reports and product proposal and price quotations
- Arranging shipping details, such as export licenses, custom declarations, packing, shipping and routing of the product.
- Ensure the delivery of the product is on schedule.
- Delivering the marketing activities within agreed budget.
- Reporting timely to the manager regarding the development in my domain.
- Developing and implementing marketing plans and projects for new and existing products. Conducting market research to determine market requirement for existing and future products. Manage and coordinate all marketing, advertising and promotional staff and activities.

#### **University of Newcastle, Singapore (April 2010 - August 2010)**

Graduate Assistant, Business and Public Administration

- Reference manager and PDF organizer

#### **Gujarat Raffia Industries Limited (October 2007 – June 2008)**

##### **Sales Associate**

- Built and maintained the relationships with existing and new customers and suppliers.
- Responsible for assisting the marketing manager in planning budget, selling products, and coordinating the promotional events or campaigns and preparing market surveys, reports on competitors strategies etc.
- Design attractive presentations in a team for the promotional campaign of the product.
- Working in a small team at the regional office has made me a successful team player owing to my interactions with peers and subordinates
- Reporting to the Director, Asst. Vice President as well as the manager has made me confident of handling conflicting priorities and multi-tasking in a methodical manner.

#### **ShareKhan Limited, India (April 2007 – September 2007)**

##### **Sales Trainee**

- This was academic internship as a part of the Post Graduate Diploma.
- Been actively engaged into Sales, Promotion and Marketing for online, offline, tele sales and Demat services.
- This was a client-facing role where the online trading and other financial transactions of the clients were handled.

### **EDUCATIONAL CREDENTIALS**

#### **Master of Business Administration**

The University of Newcastle, Australia, Sep 2008 – March 2010

#### **Post Graduate Diploma in Accounting and Financial Management**

H.L Centre for Professional Education, Ahmedabad, 2006 -2007

#### **Bachelors of Commerce**

H.A. College Institute of Commerce, Gujarat University, Ahmedabad, 2003 -2006

## Academic Accolades

- Participated at an educational fair as a counsellor for H.L.University, 2007.
- As a part of corporate Governance project, haveConducted a study analysis on how Global financial crisis of 2008 – 2010 exposed the weakness of Anglo corporate governance system
- Have Undertaken intensive Leadership, Personality and Professional Skilldevelopment training programs conducted by Dr. Gian Casimir.
- As a part of marketing project, have conducted an analysis on “Dabbawalla” – a Non Profit Organisation by using various **Marketing concepts and theory** based on **Customer value, Customer satisfaction and Customer behaviour** which is mainly applicable to the organisation.
- As a part of an Entrepreneurship project, have developed a business plan to open a 24/7 consumer store and cafe in Pune, Bangalore especially student oriented place.
- Project undertaken on “The production of zero fly plastic sheeting adds to the turnover and profitability of the company” – Research based project.
- Participated in various seminars on export and import from Ahmedabad Management Association (A.M.A), India.
- Oversaw the planning and organizing which included venue decoration, accounts monitoring and sponsorship canvassing for the Student affair committee
- Tally ERP was a part of my curcuillim during my post graduate diploma