**YADNESH B. WAGH**

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* An MBA in Marketing from Department of Management Sciences, University of Pune (PUMBA); offering nearly 5 years experience in market research, marketing, commercial operations & client servicing.
* A keen learner with a flair for adopting emerging trends and addressing industry requirements to achieve organizational objectives and profitability norms.
* Hands on experience in handling various marketing operations. An excellent performer with consultative style, negotiation skills and keen client assessment aptitude.
* Excellent communication skills with exceptional relationship management skills and the ability to relate to people at any level of business and management.

**ORGANIZATIONAL EXPERIENCE**

**April 2007 to April 2008: Phytotech Extracts Pvt. Ltd. Bangalore (100% EOU)**

**The Key Deliverables**

Actively involved in:

* Online market research to discover potential clients, build client profiles based on their industry and expertise.
* Providing information to overseas customers regarding products.
* Interfacing with the customers and providing product details and get customer feedback for product quality and services and undertaking client follow up for new product enquiries.
* Putting in place dossiers and promotional material for marketing and product promotion.
* Coordinating between purchase and production logistics departments on   receiving new order.
* Arranging export documentation and coordinating with logistics and forwarding agent.
* Search for new products and prepare dossiers for those in coordination with Research Department.
* Introduced customer feedback system for better functioning and for ISO certification. Gained hands on experience with ECGC (Export Credit Guarantee Commission) in case of payment default, non-acceptance of goods by the client

**December 2008 to August 2010: Renaissance Marketing Pvt Ltd. Pune**

**Marketing Executive**

Key role Activities

* Direct marketing- Promotion, sales and creating awareness among customers regarding the products.
* Follow up with interested customers and servicing customer grievances.
* Achieving personal and team targets.
* Interview and recruit new talent.
* Conducting in house training sessions and on field training of new recruits.
* Conducting regular team meetings to review performance of team, setting up of daily and weekly targets, boost morale of the team.
* One on one interaction with team members and team leaders to discuss issues concerning sales and marketing, individual performance, recruitment and career path.
* Coordinating with senior managers regarding achievement of targets, team performance, appraisals and promotions.

**September 2010 to December 2012: Green Dews Agricon**

**Senior Marketing Executive**

* To explore the potential, unexplored and untapped markets.
* Meet the prospective customers, dealers, distributors and give a company and product overview.
* Active participation in company short term and long term sales target and marketing campaigns.

**February 2015 to September 2015: FLEXISALES MARKETING PVT. LTD.**

**RESEARCH ANALYST (U.S Process).**

* Market Research, Lead Generation based on project requirement, with a focus on geography, industry and expertise
* Generating a client database
* Use of social media platforms (Linked in) to generate client and company database
* Cold calling, explain purpose of call, give all the mandatory information
* Generating leads

**May 2016 to April 2018: Atidiv (Previously, Loft Analytics)**

**Online Business Development Executive**

* Create email marketing campaigns to promote products or services.
* Ensure marketing message is conveyed clearly and delivered properly to prospects.
* Ensure messages are sent in proper form and template.
* Proofread emails for clarity, grammar, and spelling.
* Develop a personalization strategy.
* Include specific graphics, incentives, and detailed descriptions.
* Review messages for brevity.
* Send messages to those who have opted in for messages.
* Ensure messages are mobile-friendly.
* Create database of emails for lead generation.
* Follow up on interested respondents.
* Purge non-deliverable email addresses and opt-outs.

**April 2018 to Present : Saleszip Marketing Pvt. Ltd**

**Team Lead Operations**

* Meeting Productivity Targets depending on project guidelines
* Stick to deadlines and timelines
* Set clear team goals
* Motivate team members
* Discover training needs and provide coaching
* Oversee day-to-day operations
* Manage teams with around 10+ FTE

**ACADEMIC OVERVIEW**

**MBA (Marketing)**

Department of Management Sciences, University of Pune (PUMBA)

**B.Sc (Microbiology)**

K.A.N.M.S Arts, Commerce and Science College