



SUMMARY

More than 10 years of experience which includes creating and planning marketing strategies & campaigns - Business strategy and planning, corporate communications, creative out of the box problem solving methods, product positioning & branding, web & print content development, focus group & market research, development of training materials and training the staff, sales collateral & support, public & media relations, new product launch etc.

KEY SKILLS

Marketing

Branding

Client Relationship

PR

Communication

Planning

Strategizing

Pricing

Market Analysis

Forecasting

TECHNICAL SKILLS

- Languages: Hindi, English, Gujarati
- Email campaigns
- Social media marketing (unpaid)
- CRM

CERTIFICATIONS

Tally 8.1

PROFESSIONAL EXPERIENCE

Marketing Consultant

Dec '15 - Present

Self-employed

To strive for Industrial excellence and impart quality skills with emphasis on Branding and Marketing, Product research and development and strive towards achieving organizational goals.

- Current goal is to help organizations with their marketing and branding needs.
- Curating content of every kind for all platforms.
- Helping with businesses to strategies for their organizational development.
- Planning and strategizing for their current and future layouts.
- Supporting in decision making process faster and better in lieu of long term established goals.

Head of Marketing

Sep '09 - Nov'15

Red Paprika Pizzeria

Ahmadabad

Manage marketing and communications, overseeing Budget. Direct and strategize brand management, PR, Customer management. Monitoring and helping in day-to-day process operations. Handling finances and doing competitive analysis.

- Achieving branding, marketing and sales operational objectives.
- Preparing and completing action plans.
- Implementing production, productivity, quality, and customer-service standards and completing audits.
- Establishing pricing strategies, recommending selling prices, monitoring costs, competition, supply, and demand.
- Identifying marketing opportunities and consumer requirements, forecasting projected business, establishing targeted market share.
- Improving product marketability and profitability by researching, identifying, capitalizing on market opportunities, improving service, coordinating in new product development.
- Providing information by collecting, analyzing, and summarizing data and trends.
- Handling Social Media and other advertising platforms.

INTERNSHIPS

Summer Intern	Mar '10 - Jun '10
V-Mukti Solutions	Ahmadabad
<ul style="list-style-type: none">Worked in the business development department to develop and implement marketing and sales strategy in regards to the branding efforts of the company.	

EDUCATION

United World School of Business	Jul '09 - Mar'11
PGDM Marketing	Ahmedabad
<ul style="list-style-type: none">Highest ranked during Internship	
Punjab Technical University	Oct '10 - May '13
MBA Finance	Correspondence

LinkedIn: <https://www.linkedin.com/in/smitapadhi/>

EDUCATION

United world School of Business	Jul '09 - Mar'11
PGDM Marketing	Ahmadabad
<ul style="list-style-type: none">Highest ranked during Internship	
Punjab Technical University	Oct '10 - May '13
MBA Finance	Correspondence

LinkedIn: <https://www.linkedin.com/in/smitapadhi/>

INTEREST

- Reading
- Writing
- Sketching and painting.
- Cooking
- Learning new languages