

Swapnil A Mehta

Sales & Marketing

Astute Branch Manager with 11 years Sales & Marketing experience looking to obtain a position where outstanding communication and problem-solving talents can be fully utilized. Positive, ambitious, flexible and motivational. Proven background in providing supervision and development opportunities to associates. Excellent communicator with aptitude for defusing high-pressure situations.

Contact

Address

E03, Takshashila Appt, Nr
Mansi Cross Road,
Vastrapur, Satellite
Ahmedabad, Gujarat,
310015

Phone

989-839-1962

E-mail

swapnilamehta@gmail.com

D.O.B

25-03-1990

Skills

Branch Management  Excellent

Channel Management  Excellent

Education

2010-01 -
2012-01

MBA: Marketing

*S.V.Institute Of Management, Technological
University - Kadi,
Marks - 79%*

2007-01 -
2010-01

Bachelor of Commerce

*S.M. Patel Institute of Commerce - SMPIC -
Ahmedabad
Marks - 64%*


Work History

2016-06 - **Regional Head**
Current


Bajaj Electricals LTD, Ahmedabad, Gujarat

**Work Profile (1st Nov 2022 to Till Date): Regional Head:
Surat Branch**

- A) Managing the portfolio of **80 - 90CR P.A.** This includes products like **FANS / Water Heater / Kitchen appliances /Coolers** etc.
- B) Handling **the Team of 12 on roll employee** and 15+ off roll employees

Sales & Cost Management  Excellent

Team Management  Excellent

Sales Planning and Targeting  Excellent

Languages

English, Hindi, Gujarati

Hobbies

- Painting Cartoons
- Organizing Parties & Events
- Cheesy Food

- C) Direct all operational aspects along with sales i.e distribution operations, customer service, human resource, Marketing etc.
- D) Bring out the best of branch's personnel by providing training, coaching, development, and motivation
- E) Locate areas of improvement and take corrective actions like channel correction, analysis market trend and proposing scheme / marketing activities etc.

Work Profile (1st Dec 2018 to Oct'22): Area Head Marketing - Gujarat:

- A) Collaborated with sales department and marketing team to **create strategies** to Boost up Sales along with profitability.
- B) **Appointing & launching of new distributor**
- C) Strengthened product-branding initiatives by developing communication campaigns, promotional materials, **market intelligence** information and databases for Gujarat market to maximize outreach.
- D) Directed and **launched more than 20+** product & additions of **new market expansion**.
- E) **Recommended product changes** to enhance customer interest and maximize sales.
- F) Organized Road Shows, Trade Fair, Dealer Meets etc.
- G) Optimized point-of-sale campaigns to engage consumers for traffic-generation and sales conversion.
- H) Training & MIS management

Work Profile (11th June 2016 to 30th Nov 2018): Territory Head, Ahmadabad & North Gujarat

- A) Managed day-to-day operations, including supervision and assigned delegation for 3+8-member team.
- B) Maintaining the hygiene of existing channel partners & **appointment of new channel partners**.

- C) Grew MR Business from **15lacs -76lacs p.m.** Also Developed and implemented strategies to drive same business, maintaining budgetary (Secondary/Primary) guidelines.
- E) **Recruited, hired and trained new employees**, including monitoring and review of individual performance.

2015-01 - **Area Manager**

2016-06

IFB Industries Limited, Ahmedabad, Gujarat

Work Profile: Territory Sales Manager, Bhavnagar, Amreli

- A) Achieved **200% increase** in sales revenue with **Rs 3.0 to 3.5 CR pm.**
- A) Audited Bhavnagar sales performance and data trends to improve underperforming areas.
- B) Planned and developed strategies to increase sales and territory.
 - C) Formalized **sales process** to enhance operations and promote **acquisition of new dealers/Distributor.**
 - D) **Innovative ideas** to boost up to product line.
 - F) Formularize strategy brand awareness initiatives.

2012-08 - **Channel Manager**

2014-12

Vodafone west Limited, Ahmedabad, Gujarat

Work Profile: Channel Manager, Baroda/Surat /Ahmedabad

- A) Met with each associate to establish realistic monthly sales goals.
- B) Established, enforced, and updated policies keeping business agile, responsive to changing market conditions.
- C) Identified new markets for penetration by carefully researching potential customers' buying habits.
- D) Continuously surpassed sales goals, optimizing profitability, performance of assigned territory.
- E) Planned Strategies to reach the Revenue of **2.5 CR P.M**



Awards & Achievements

- **Academic**

- Gold Medal in Marketing from Institute
- 1st Position in various Budget Analysis, Paper presentation, Product Launch, Case analysis etc

- **Work**

- Pygmalion - High Potential Employee Hunt (Bajaj)
- 1 Sarvottam Award – (Bajaj)
- Employee of the year – Marketing (Bajaj)
- 8 Achievers Awards (Bajaj)
- 4 Pride Award (Bajaj)
- Feel Good Contest Winner (Bajaj)
- Super Star Awards – (IFB)
- Walk of Fame (Vodafone)
- Best Employee of Month & Quarter (Vodafone)

