# CHIRAG DHIRAJKUMAR CHAUHAN

## K 10, Swastik Apartments, Nr. Narayan Nagar Bus stand, Paldi,

## Ahmedabad – 380007, Gujarat- India

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**CAREER OBJECTIVE**: To pursue a highly challenging and rewarding career, which provides healthy work environment where I can utilize my skills and knowledge effectively for organizational and personal growth.

**CORE COMPETANCIES:**

* communication skills
* organization and planning
* problem analysis and problem-solving
* persuasive and influencing ability
* teamwork
* negotiation skills
* presentation skills
* innovation and creativity
* decision-making
* adaptability
* stress tolerance

**EXPERIENCE:**

**Marketing Manager**

Shivshakti Consulting, Ahmedabad, India  
April 2017 – till date ( Working in building materials such as eco-friendly roofing, construction chemicals and creative branding solutions)

* conduct market research and intelligence to inform marketing tactics
* plan, develop and implement strategic marketing plans that result in consistent sales for associated companies on commission basis
* meeting architects, interior designers and corporate clients for projects sale

**Regional Manager**

Dubond Products India Pvt. Ltd. Ahmedabad, India  
July 2016 - March 2017

* determined profitability and viability of newly launched products such as paint texture and wall putty
* developed and implemented integrated marketing campaigns including branding, direct mail, print and web advertising, sales collateral materials, PR, promotions and events
* created and executed marketing strategy to drive brand awareness
* devised fresh market penetration strategies to secure new contracts through project sales

**Marketing Manager**

Earthen Textures Private Limited, Ahmedabad, India  
January 2016 - June 2016

* developed and implemented demand creation campaigns to promote new and established products such as texture paints to targeted markets
* created high-yield marketing materials like brochures, sample cards etc…
* PR, promotions and exhibitions
* business growth of almost 100% in the first six months

**Executive Officer**

Confederation of Indian Industry, Ahmedabad, India  
July 2013 - December 2015

* developed and implemented industry centric fund raising events and projects
* liaison with Government departments
* networking with industry and key stake holders for sponsorship of events and projects
* created high-yield marketing materials like brochures, mailers, flyers etc…
* PR, promotions and exhibitions

**Territory Manager**

OFIC Building Materials India P Ltd (Onduline), Ahmedabad, India  
January 2016 - June 2016

* developed and implemented demand creation campaigns to promote new products such as eco friendly light weight roofing sheets and tiles to targeted markets in Gujarat
* developed and delivered key marketing communications initiatives for project sales
* PR, promotions and exhibitions
* significant business growth of almost 200% in three years

**Senior Marketing Executive**

Weather tuff Marketing, Ahmedabad, India  
October 2008 - June 2010

* developed and implemented demand creation campaigns to promote new and established products such as Insultec, acrylic base waterproofing coating, retardant, tile fix, cement additives, paint remover, and other construction chemicals to targeted markets
* regular meetings with architects, masons, contractors for project sales
* created high-yield marketing materials like brochures, sample cards etc…
* PR, promotions and exhibitions
* developed good business leads from railway department

**Branch Manager**

E Meditek TPA Solutions Limited, Ahmedabad, India  
August 2006 - September 2008

* co-ordination with the Government Insurance Companies and corporate office
* attend meetings and presentations for business development
* claims and hospital verification, investigation of suspected claims
* business Development and Relationship Management

**PROFESSIONAL ACHIEVEMENT:**

* Half yearly sales target achieved at Earthen Textures in 2016
* Sales target achieved in Onduline, Sale of 15150 tiles against target of 8850 tiles in the year 2011. (won company sponsored Trip to Paris, France)
* Awarded Branch Excellency award for Operation Clearance in June-2008 at Corporate Office Gurgaon (E-Meditek Solutions Limited)

**EDUCATION:**

* MBA in marketing (2006)from Shri Chimanbhai Patel Institute of Management and Research, Gujarat University, Ahmedabad, India
* BBA (2002) from Shri Chimanbhai Patel Institute of Business Administration, Gujarat University, Ahmedabad, India

**TECHNICAL SKILLS:**

* advanced computer skills
* proficient in MS Office, CRM software, data analysis applications
* in-depth digital marketing skills
* excellent project management skills

**PERSONAL INFORMATION:**

Sex : Male

Date of Birth : 3rd July, 1983

Marital Status : Married

Nationality : Indian

## Father’s Occupation : Retired from Central Bank of India

Wife’s Occupation : Freelance temporary tattoo artist

**HOBBIES & INTEREST:**

* Drawing, painting, art-work, to be with nature, photography, listening to music, GK quizzes