**Srushtee Shukla Phone: (M)** +91 9104500046 **Email:** ssrushtee@gmail.com

# F-1001, Orchid Paradise, South Bopal, Ahmedabad, Gujarat, India

**Sales, Marketing, Business Development, Modern Trade – FMCG**

* + - Sales, Marketing, Business Development & Modern Trade
    - Channel Sales
    - Customer Service
    - Relationship Management
    - Key Account Management
    - Product / Brand Management
    - Competitor Benchmarking
    - Promotions & Campaigns
    - Strategic Planning & Execution
    - Resource Management
    - Market Survey & Analysis
    - Supply Chain Management

Dedicated professional offering over 8.5 years of experience, coupled with an **MBA in Marketing** from **Sardar Patel University, Anand, Gujarat.**

Expert in understanding changing market dynamics, translating them into actionable strategies and implementing strategies to achieve pre-set objectives as determined by the Sales & Marketing plan

Work with cross-cultural, multi-national teams ensuring optimal utilization of resources leading to overall profitability

Excellent interpersonal, communication and organizational skills with proven abilities in team management and planning

**Employment History**

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| **CAREER PATH** | **DURATION** |
| **Area Sales Manager,** DelMonte, Ahmedabad | June’18 - Current |
| **Sr. Manager Sales & Marketing,** Sankalp Packaged Foods, Ahmedabad | Oct’17 – June’18 |
| **Customer Executive,**  PepsiCo India, Ahmedabad | Jan’12 - Jan’16 |
| **Executive - Customer Relations,**  PepsiCo India, Ahmedabad | Jun’10 – Dec’11 |
| **Marketing Manager,** Rao Group of Companies, Ahmedabad | Jul’09 – May’10 |
| **Customer Service Executive,**  Development Credit Bank, Ahmedabad | Jan’09 – May’09 |
| **Business Development Executive,** Matrix Cellular Services Pvt. Ltd | May’08 – Dec’08 |

**Area Sales Manager – Food Service, DelMonte, Ahmedabad:**

* Heading Food Service business of Gujarat comprising of HoReCa outlets.
* Designing Trade schemes for the market.
* Driving Business Growth & Profit for the Team.
* Managing yearly Budget for the area.
* Managing P&L for the Sales Team.
* Handling Key Accounts for Gujarat.
* Sales Forecasting
* Designing customer level promotions

**Sr. Manager Sales & Marketing, Sankalp Packaged Foods, Ahmedabad:**

* Handling entire Sales Team comprising of Modern Trade, General Trade & HORECA.
* Driving Business Growth & Profit for the Team.
* Handling Export for countries like USA, Canada, Australia, Japan, UAE.
* Managing yearly Marketing Budget.
* Playing a key role in strategic decisions related of business expansion.
* Handling Exhibitions & Trade Fairs.

**Customer Executive, PepsiCo India, Ahmedabad:**

**Responsibilities:-**

* Managing Institutional sales since Jan 2011.
* Playing active role in new product launches that includes designing of the marketing campaign in co-ordination with Brand Manager & Marketing Manager
* Driving the volume, managing the branding and executions for the modern trade and institutional stores.
* Conversion activities to increase Conversion v/s. Occupancy at different Multiplexes across Gujarat.
* Engaging with Category Manager in designing consumer offers for modern trade stores.
* Coordinating with Purchase Manager for getting the orders generated.
* Coordinating with various creative agencies and vendor partners to drive creativity and innovation in communication.
* Planning the demands of the products.
* Playing important role in the Supply Chain Management related to Key Accounts to ensure timely replenishment of the stocks.
* Planning different incentive programs for the front-line staff of the Hotels in Gujarat.
* Making new tie-ups with outlet chains.

**Achievements:-**

* Successfully led the branding and execution of Pepsi IPL7 at Motera stadium, Ahmedabad
* Played active role in launching Nimbooz Masala Soda(2014) & Slice Alphonso(2015) across Gujarat through various advertising and consumer promotions.
* Played active role in execution of Wold Cup 2011 at Motera stadium, Ahmedabad
* Achieved 30% growth v/s base in 2013 for the accounts.
* Received award in Sep-2012 for “Outstanding Performance in 2012 “and “Star Award” in Gujarat Unit.

**Customer Relation Executive, PepsiCo India, Ahmedabad:**

**Responsibilities:-**

* Handling Quality Complaints for the unit.
* Rolling out Clean Bottle Program at Distributor points.
* Managing Key Accounts (On Premise) for Gujarat since Feb-2011.

**Achievements:-**

* Reduced FM Complimentary in 2011 by 79% as compared to 2010.
* Resolved 95% complaints received in 2011.
* Cracked 10 CCX Accounts in 2011.

**Marketing Manager, Rao Group of Companies, Ahmedabad:**

**Responsibilities:-**

* Handled marketing activities for 4 companies under the Rao Group.
* Brand Building
* Advertisements in all the media.
* Worked on launch of a new company in the name of Rao Corporate Services Pvt. Ltd.
* Determine and manage the marketing budget.

**Customer Service Executive, Development Credit Bank, Ahmedabad:**

**Responsibilities:-**

* Retaining customer relationship with bank.
* Increasing portfolio of High Net Worth Individuals (HNIs).
* Maintaining Turn-around-time for customer services.
* Handling branch banking operations.

**Business Development Executive, Matrix Cellular Services, Ahmedabad:**

**Responsibilities:-**

* Meeting corporate clients.
* Generating business and achieving the Sales target.
* Meeting travel agents.
* To give up prompt follow-ups of the leads generated.

**Academia & Trainings**

* **MBA in Marketing** from Anand Institute of Management, Sardar Patel University in 2008
* **B A** from Saurashtra University in 2006
* Attended training on **Customer Relations and Complaint Solving**
* Attended training on **Time Management**

**Academic Projects**

* Project on **Consumer’s Perception regarding Mutual Funds** at UTI Securities Ltd., Ahmedabad
* Comprehensive project on **Macro Analysis of Tea Industry of India**
* Comprehensive project on **Micro Analysis of Gujarat Tea Packers & Processors Ltd., (Wagh Bakri Tea), Ahmedabad**
* Visited Kirloskar Brothers Ltd. As part of industrial tour

**Extramural Activities**

* Actively participated in State Level Seminar on **Building Excellence in Management Disciplines** held at Anand Institute of Management and presented paper on **Privatization, Performance and Efficiency - A study of Indian banks** in Dec’06
* Actively participated in Big Impact Ad Fad Show at SIRAAJ – 2008 (Building Endeavour to Excellence) held at S K Patel Institute of Management & Computer Studies

**Personal Vitae**

**Date of Birth**: 02nd December, 1983

**Linguistic Proficiency:**  English, Hindi and Gujarati

**Preferred Location:** Ahmedabad

**References:** Will be pleased to furnish upon request