

Dear Sir/Madam,

I am writing this letter to express my interest for the marketing position available in your esteemed organization. I have nine years of marketing and business development experience under my belt and an excellent track record. I have a Bachelor's Degree in Mechanical engineering and Master's degree in Business Administration with majors in marketing.

My experience includes conceptualizing, forming and executing the business development strategies, appointing distributors and channel partners, product development and market research. I have also worked in developing business structure and successful implementation of the same. I have also worked for developing strategic business partnerships and maintaining the key accounts.

My work also includes marketing activities like product launch, packaging design, product costing, promotion and advertizing which covers designing mass mailings, brochures and websites, presentations and print media. I have also single handedly executed various domestic and international exhibitions for the company. This includes Interpellets (Stuttgart, Germany) and Progetto Fuoco (Verona, Italy).

I have got an open work permit for Canada for a period of 3.5 years which is valid till November 2019. I will be based at Windsor, Ontario in Canada. I have an IELTS score of 7.0 bands overall. I will reach Canada by end of July 2016 which is flexible based on the needs.

As an experienced professional, I would make a good choice for the marketing or business development position in your company. I have attached a portfolio showing some of my past work as well as my resume.

Sincerely,

Rahul Rajpura

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PRECIS

Over 9 years of experience in the techno-commercial field particularly Business Development and Marketing. My expertise includes developing marketing strategies, critical analysis, exploring new opportunities and developing systems and processes. My contribution has been particularly towards Business development including product development, market development, product placement, distribution network development and marketing activities.

Personal attribute include high energy levels with ability to work extensively. Result oriented persona with excellent Management capability, adaptability, team work and focused approach. Above average communication Skills, Integrity and High Ethical Values have been indoctrinated within me right from the childhood. High Analytical Ability with intrapreneurial thinking has been my key attributes.

Abellon Clean Energy Limited

Sr. Manager - Business Development and Marketing – 7 years

Abellon Clean Energy Ltd is a leading company in the field of clean energy sector in India. It's a part of a multinational group having presence in more than 76 countries. The company is working in clean energy sector, with main focus into bioenergy , solid and liquid biofuels, biomass power and converting waste to energy. The company has won Ashden award in 2011, the Green Oscars, for its work in the bioenergy sector.

Job Profile

- *Business Development*
 - ✓ Developing a green field business opportunity into a revenue earning model.
 - ✓ Setting up the complete distribution network from scratch.
 - ✓ Defining policies and processes for the new business.
 - ✓ Strategic tie ups/ collaborations with companies (OEM) for joint business development.
 - ✓ Collaboration / Sourcing of equipments from international manufacturers.
 - ✓ Defining the market including segmentation, targeting and positioning.
 - ✓ Market research and strategic planning for sales and business development.
 - ✓ New Product Development according to the market requirement.
 - ✓ Defining and developing product in terms of features, specifications, techno-commercial aspects.
 - ✓ Handling legal as well as IPR aspects of the product.
- *Marketing*
 - ✓ Marketing activities for domestic as well as international market.
 - ✓ Meeting the clients, customers, giving presentations and building relationships.
 - ✓ Understanding their requirements and offering the best solution.
 - ✓ Product launch and subsequent market penetration.
 - ✓ ATL and BTL activities.
 - ✓ Branding and promotion activities.
 - ✓ Exhibitions and conferences at domestic and international platform.
 - ✓ Online marketing activities using SEO, social networking and other media.

Rahul Rajpura

- ✓ Packaging design and development.
- ✓ Preparing marketing material like websites, brochures, presentations, booklets etc.

Key Achievements

- Coordination and execution for exhibition at Vibrant Gujarat 2011 and 2013 and Khadya khorak 2014.
- Coordination and execution of Interpellets 2011, an international exhibition on pellet industry organized at Stuttgart, Germany.
- Presented at a Symposium organized by IIT-Bombay and Monash University on "Energising bioenergy – Opportunities and Challenges from industry perspective".
- Designing and development of packaging for products for both domestic and international markets.

Cadila Pharmaceuticals Limited

Executive - SEZ (Special Economic Zone) – 2.5 years

Cadila Pharmaceuticals Ltd is one of the leading Pharmaceutical Company with ORG Ranking of 29th and annual turnover of Rs. 700 Crore. The CADILA Group is having a turnover of Rs. 1000 Crore.

One of the Group Company, CPL Infrastructure Pvt. Ltd. is developing a Special Economic Zone (PhaEZ Park) over 500 Acres of area, at Haripura Village in Ahmedabad District, with Captive Power Plant (50 MW), Water & Waste Water Treatment Plant (19 MLD & 11 MLD respectively), Recreation Centre, etc.

Job Profile

- Business development for the SEZ which includes identifying, approaching and explaining the opportunity at our SEZ.
- Representing company at exhibitions and conferences.
- Branding, Advertising, Planning and Analysis of Marketing Strategy wide Hoardings, Corporate Brochure, presentations, literatures.
- Research and analysis of Existing & Proposed SEZ in Country & Abroad based on Facilities, Infrastructure, etc. provided to Tenants. Thus finalizing the USP of the project and refining the management's view on the project.
- Phase-wise Planning of facilities required for making SEZ a 'Plug n Play' Global Work Place
- Conceptual Design for Corporate Brochure, Advertisement Board and website.
- Planning for joint venture and co development for various services like captive power plant, water treatment plant, central effluent treatment plant etc.
 - Includes contacting various parties, discussing the proposals, finalizing the MoUs, techno-commercial aspects, terms and conditions.
 - Formats like BOO, BOOT etc were considered for joint development.
- Working with Consultants for Master Planning, Architectural Design, SEZ Procedural Adviser, etc

QUALIFICATION

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| Masters in Business Administration (Marketing) | 2005-2007 |
| AESPGIBM (HLMBA), Ahmedabad (Now Amrut Modi SoM), Gujarat University | 62.32% |
| Bachelors of Engineering (Mechanical) | 2001-2005 |
| Govt. Engineering College, Modasa (North Gujarat Uni.) | 66.12% |
| Schooling | |
| Central Board of Secondary Education (Kendriya Vidyalaya) | |