



ANIKET DIGHADE

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Education Background		Percentage	Year
PGDM (Marketing & Operations)	Institute Of Management Development and Research, Pune	63.11	2020
B.E (Mechanical)	Jaywantrao Sawant College Of Engineering, Pune	60.40	2017
Class XII	Moolji Jaitha College, Jalgaon	72.33	2012
Class X	Raosaheb Rupchand Vidyalaya, Jalgaon	88.55	2010

Experience		
Deputy Manager at HDFC	<p>Working as a National Account Manager.</p> <ul style="list-style-type: none">Handling Corporate Sales of SME vertical & Branch for Ahmedabad RegionProviding Customized Expense Management Solutions to smoothen and streamline their existing payment methodsAcquire new corporates with expenses management solutions and Commercial cards to capture large T&E expenses, along with Vendor paymentsTo identify new business opportunities in Commercial Payments space, by market segmentation and analyzing financials of the corporate for credit limit request from credit team by financial underwritingLiaison with inter department for generating leads and preparing corporate universeBuilding & maintaining healthy relations with clients, ensuring maximum customer satisfaction for referral business and program enhancement.	Oct 2020-Present

Experience		11 Months
Business Development Manager at Provilac Dairy Farms Pvt Ltd, Pune.	<p>Working as a Business Development Manager.</p> <ul style="list-style-type: none">Responsible for acquisition, growth of the business (Subscription Model) and increase profitability by on boarding long term customers.Identify sales leads, pitch goods and services to new clients B2B as well as B2C.Manage customer queries, complaints and provide them customised solution as per their need.Conduct marketing activities like FLEA market events, events at school, gyms, etc. Also running influencer marketing campaigns and online marketing campaigns.Managed all the product photography for website and social awareness campaign for brand.	July2018-May2019

Internship		2 Months
Provilac Dairy Farms Pvt Ltd, Pune.	<ul style="list-style-type: none">Project Title:- “A study of lead generation strategies to improve sales through online and offline marketing”Identified various alternative strategies of online as well as offline Marketing.Sales pitch and creating proposals/customized packages.Developed effective promotional strategies to increase the awareness level among the consumers about Product.Complete analysis on consumer behaviour and decision making process while choosing our product.	May 2019 to June 2019

Certifications		Year
Certifications	<ul style="list-style-type: none">Digital Marketing Issuing Organization : AccentureDiploma in Multilingual Web Technologies & Publishing Issuing Organization : CDAC, GIST Pune	2018-20

Achievements		Year
<ul style="list-style-type: none">Participated and won inter-college volleyball competitionsWorked as a Cultural Committee Member at IMDRRepresented engineering college at inter-college Go-Kart Competitions.		2012-20

Personal Information	
Hobbies & Interests	Playing Volleyball, Singing
Languages	English, Hindi, Marathi
LinkedIn	https://www.linkedin.com/in/aniket-dighade-bb6a78128/
Date of Birth	20th Sep, 1994