

# KRUTIKA DARJI

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## Professional Summary

A result-oriented, creative, organized, and driven professional is seeking an open leadership role with a reputable organization in order to use years of expertise to meet the company's strategic needs.

## Experience

### Branch In-charge(Marketing & Business Development)

Aug 2022 to Current

#### Care Taker Logistics - Ahmedabad, India

- Directly accountable for meeting objectives set by management - this means you are responsible for achieving the goals and targets set by upper management.
- Managing client service and key accounts - this involves building and maintaining relationships with important clients and ensuring they are satisfied with the services provided.
- Managing Branding & Promotions - this includes creating and executing marketing campaigns, developing brand guidelines, identifying target audiences, and monitoring brand reputation.
- Campaign Management - this involves creating and executing marketing campaigns, monitoring performance, and adjusting strategies based on results.
- Social Media Management - this involves creating and managing social media accounts for your brand, creating and curating content, scheduling posts, engaging with followers, analyzing metrics, and adjusting strategies based on results.
- Exhibition/Seminar Management - this involves planning and executing exhibitions/seminars, coordinating with boards, managing logistics, and generating leads.
- Event Lead Management - this involves identifying and following up with potential customers or clients who expressed interest during a trade show or event.
- Service Updates - this involves keeping website and social media channels up-to-date with the latest product information and features.
- Inquiry generation through event planning, dealer advertising, and sales promotion activities via digital mediums - this involves planning and executing marketing campaigns to generate leads and inquiries.
- Pipeline management and weekly target review - this involves monitoring sales pipelines and setting targets to ensure objectives are met.
- Coordination with the operations department - this involves working closely with the operations team to ensure timely billing and delivery of services.
- Follow-up with the client on a regular basis - this involves keeping in touch with clients to ensure they are satisfied and payments are made on time.

### Senior Executive Technical Compliance

Mar 2020 to Aug 2022

#### Hohenstein India - Ahmedabad

- Experience working with the world's best sustainable quality standards and being part of multi-cultural international team.
- Lead and managed 500+ technical product certifications and testing services for all sorts of textile and chemical supply chains.
- Work closely and collaborate with customer marketing (CRM) - this involves collaborating with the CRM team to develop a portfolio strategy that aligns with the overall business strategy.
- Pitch new services to existing clients - this involves identifying opportunities to upsell or cross-sell existing clients on new products or services.
- Planning and organizing events - this involves coordinating and executing events such as seminars and conferences to engage with clients.
- Collaborate closely with suppliers and partners - this involves working with external partners and suppliers to gather market data and strengthen collaborations.
- Managing client complaints and monitoring customer satisfaction - this involves resolving client issues and ensuring customer satisfaction is maintained.
- Constantly evaluating and process improvement - this involves regularly reviewing processes and making improvements to optimize efficiency and effectiveness.
- Managing vendors for outsourced jobs as well as Review and distribute daily/weekly/monthly reports to clients.
- Manage the whole Brand level (Such as ALDI, LIDL) accreditation process, including audits, satisfying certifier objectives, records, internal and external strategies, and further steps.

### Senior Business Development Ex(International)

Sep 2019 to Feb 2020

#### Matangi Industries LLP - Ahmedabad, India

- As a sales and marketing professional, my primary objective was to present, market, and sell goods and services to existing and new customers.
- Additionally, I have been handling key accounts from various markets, including the US, Europe, Africa, and other emerging markets.
- To meet the requirements of the customers, we conducted cost-benefit analyses and assessments. This will allow us to understand customer needs, preferences, and pain points so that we can provide them with tailored solutions that meet their requirements.
- Close co-ordination with the product development team is critical for new products, and I was actively participating in sample enquiry receiving from customers.
- Keeping customer notes up-to-date on your company's internal CRM system is crucial to supporting critical outcomes and future initiatives.
- By continuously analyzing consumer demands, I could identify cross-selling possibilities that can increase sales and revenue.

- We represented company at conferences and trade organization gatherings to create industry networks and advertise new product lines.
- In summary, my success as a sales and marketing professional depends on ability to understand customers' needs, present convincing arguments, and build relationships with key accounts.

### Executive Customer Liaison

Aug 2015 to Sep 2019

Hohenstein India - Ahmedabad, India

- Analysing sales trends across the industry to develop effective strategies and optimise the current ones.
- Seek the appropriate contact in an organization, generate leads, and cold call prospective customers.
- Foster and develop relationships with customers/clients.
- Understand the needs of customers and be able to respond effectively with a plan.
- Accountable for certification/testing services of STANDARD 100 by OEKO-TEX®, GMO, and Organic products.
- Handled confidential and sensitive data with discretion, reducing the risk of fraud and theft.
- Act on improvements to make quality standards better and reduce unnecessary work.
- Assisting with the establishment and execution of material traceability programmes in various sourcing locations.
- Managing cross-functional collaboration to manage the inspection/audit of sustainable material reporting and methodology.
- Collaborate closely with localised operation, marketing teams on regular deployment and ongoing improvement plans.
- Making sure that material integrity and verification processes are integrated across all business divisions.

## Skills

- Multicultural team management and collaboration skills: I have the proven ability to manage and collaborate in a multicultural team.
- Excellent collaboration skills: I possess excellent collaboration skills with individuals at all levels, which is a valuable asset in any professional environment.
- Knowledge of developing materials: I have experience in developing materials for innovation programs, seminars, and training sessions, which can help in building the brand's reputation and attracting potential customers.
- Project management skills: I have strong project management skills, which is crucial in managing multiple projects simultaneously.
- Communication skills: I have excellent written and verbal communication skills, which is essential for effective collaboration and successful project management.
- Information technology skills: I possess good grasp of Microsoft Office and information technology platforms, which is necessary for efficient work in modern workplaces.
- Keeping up with trends and best practices: I keep up with the latest trends and best practices in advertising and company operations, which is a valuable asset for any organization looking to stay ahead of the competition.
- Willingness to travel: I am willing to travel to other locations, if necessary, which can be useful in building business relationships and expanding the brand's reach.
- Social media strategy: Developing a comprehensive social media strategy that aligns with business goals, target audience, and available resources.
- Content creation: Creating engaging and relevant social media content that resonates with the target audience and reflects the company's voice and values.
- Analytics and reporting: Analyzing social media metrics to evaluate the success of campaigns and track progress towards business goals.
- Community management: Building and maintaining an online community by responding to comments, addressing concerns, and engaging with followers.

## Education

**MBA, MARKETING**  
ISBM - Ahmedabad, GJ  
GPA: 7.3

Apr 2016 to May 2018

**Bachelor of Engineering, Textile Technology**  
L.D. COLLEGE OF ENGINEERING - Ahmedabad, GJ  
GPA: 7.46

Apr 2011 to May 2015

## Certifications

- Digital Marketing
- Social Media Marketing
- People Management
- Communication Management
- Data analytics specialist
- Quality Management

## Languages

**Hindi:**  C1  
Advanced

**Gujarati:**  C2  
Proficient

**English:**  C1  
Advanced