**SHREYAS KHEDKAR**

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**SUMMARY**

Innovative Marketing Leader with 7 years of experience delivering exceptional marketing campaign and content. Developing POSM, marketing creatives, content writing, copy writing and innovative strategies. Detail oriented and decisive leader with good communication skills and organized team player. Conducted ATL, BTL activations as it’s a proficient and cost-effective tool for a target audience, Mall Promotions, FGD's, CSR Events.

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| **AREAS OF PROVEN PERFORMANCE or AREAS OF EXPERTISE** | |
| * Content Writing * Branding * Digital Marketing * Product Marketing * Brand Positioning * Creative Ideation * Google Analytics | * Market Research * Business Development * Vendor Management * Social Media Marketing * Campaign Management * Google Ads * Product Management |

### **NEXION INTERNATIONAL**

### Dy. PRODUCT MANAGER, jUl 2022 – present

* Gaining a deep understanding of customer experience, identifying and filling product gaps and generate new ideas that grow market share, improve customer experience and drive growth.
* Monitoring the market and developing competitive analysis.
* Prioritizing product technical features and capabilities.
* Develop product pricing and positioning strategies.
* Working closely with design team to deliver with quick time-to-market and optimal resources.
* Driven product launch in Cochin including working with marketing team, sales team, and other product management team members.

### **entigrity solutions llc**

### growth marketing manager, Aug 2020 – jul 2022

* Build, manage and optimizing organic inbound lead generation campaigns.
* Uncovered new marketing opportunities and optimize existing performance.
* Writing copy, determine creative strategy, and design other assets to support our campaigns.
* Monitor key performance indicators, make data-driven recommendations and advocate for internal resources required to drive the continued member growth via their respective marketing channel.
* Growing and optimizing current online marketing channels, including SEO, social media and contents amongst others.
* Content writing for all resources i.e. Blogs, PR articles, email content, website content, new landing page design, etc.
* Building sales enablement and marketing content in the form of sales content, messaging guides, presentations, solution briefs, articles, press releases, blog posts, digital assets and web.
* Identifies client’s needs, key personas, market trends/competitive landscape and build differentiated content for web, community and social media properties.
* Write up and good understanding of blogs, podcast, videos, html, css, google analytics, photoshop.

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### **Havmor ice cream**

### Asst Manager – marketing, July 2019 to July 2020.

* Conceiving and developed new efficient and intuitive marketing strategies for Havmor.
* Organizing and overseeing advertising/communication campaigns (social media, local area marketing, ICT Events, YouTuber Collaborations, Bloggers Meet, etc) exhibitions and promotional events.
* Conducted various marketing campaigns (RWA Activations, Valentines Day, Shivratri, Uttrayan, Christmas Special, Morefest. etc) and gained around 25% in sales and 35% in footfall generation.
* Inculcating PnL and developing new promotion ideas for our parlours to increase their business and footfall
* Got 80+ new parlours onboard on Zomato, Swiggy, Facebook & Havmor website with minimum tolerance. Conducting local market research and analysis to evaluate trends, brand awareness and competition ventures.
* Headed the creative agency to develop point of sale materials from ideation to execution and maintain relationships with vendors to source and ensure faster turn around on branding materials(Signage, in-shop branding) and cost efficiency of 10% as compared to previous year.
* Co-ordinated with Vice President in preparing Marketing Budgets and obtained a good results in converting a parlour business from 40CR to 60CR.

**FLOURISH PURE FOODS**

ASST MANAGER – MARKETING,JUNE 2017 to JUNE 2019.

* Co-ordinated with Sr. Manager and strategize the plans for our outlets.
* Managed Instore and Outdoor branding of the 42 retail outlets.
* Communicating with target audience and managing CRM
* Organized the events such as FGD’s, Society Promotion, BTL Activity and turned around 10% sales through it.
* Presented and executed creative ideas for marketing campaigns and won 13 times RnR (Rewards & Recognition) Award.
* Help develop and optimize product launch and promotion.
* Co-ordinated with Sr. Manager in preparing Marketing Budgets and obtained a good results in converting a parlour business from 30 Lacs to 80 Lacs.
* Headed branding and Visual Merchandising for outlook of parlour and footfall generation.

**UNIHUNT CONSULTING**

BUSINESS CONSULTANT – HR,JAN 2016 to JUNE 2017.

* Organize and execute assigned business projects on behalf of clients according to client’s requirements.
* Meet with assigned clients when needed and perform an initial assessment of a problematic situation.
* Collect information about the client’s business through a variety of methods (shadowing, interviews, surveys, reading reports etc.)
* Developing a good understanding of client companies, their industry, and their work culture and environment.
* Headhunting - identifying and approaching suitable candidates.
* Responsible for End to End recruitment consulting including Talent Search, Headhunting, Business Development and client coordination for International markets (Gulf Countries, Africa and Europe)

# Certification & Licenses

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| * Advance Product Marketing * Content Marketing * Social Media Marketing * Facebook Marketing * Digital Marketing Specialist | * Google Analytics * Google Ad-words * E-mail Marketing * Instagram Marketing * Supply Chain Management |

# EDUCATION

# mechanical ENGINEERING, RAJIV GANDHI TECHNICAL UNIVERSITY, JUNE 2016

# Completed Bachelors of Mechanical Engineering in Year 2016 Securing 77.2%.

### hSC - Science, CHRIST THE KING college. JUne 2012

Completed higher secondary education from ISC, New Delhi in year 2012 securing 75%.

# SOFT SKILLS IT SKILLS

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| * Team Player * Problem Solver * Positive Attitude * Adaptable * Great Listener | * MS Office * SAP MM 4.1 (S4HANA) * Windows * AutoCad |