

## Education

- 2017 - 2019 SDA Bocconi Asia Center, Mumbai, India  
Post Graduate Program in Business  
SDA Bocconi School of Management, Milan, Italy  
Major in Marketing and Sales
- 2013 - 2015 H.R. College of Commerce and Economics,  
University of Mumbai, Mumbai, India  
Master of Commerce
- 2010 - 2013 H.R. College of Commerce and Economics, Bachelor of Commerce, Mumbai, India (82.9%)  
2010 H.R. College of Commerce and Economics, XII, Mumbai, India (80%)  
2008 Kamla High School, X, Mumbai, India (86%)

## Professional Experience

- 2020 **Network Science.ai, Mumbai, India**  
*International Sales Champion – Europe region (Jul' 20 – Present)*
- Build the Sales processes from scratch
  - Lead Generation via LinkedIn and Email Campaigns
  - Enable strategy to drive adoption/usage of sales tools and Hubspot CRM
- 2019 - 2020 **MarketsandMarkets Research Pvt. Ltd., Pune, India**  
*Associate Engagement Partner – Europe and US region (Mar' 19 – Jun' 20)*
- Act as a **strategic partner to C-level executives** for ICT organizations mapping quantified impact on revenues based on MnM's syndicate research
  - Manage and renew engagement subscriptions by cold calling, emailing and engaging with prospects on LinkedIn and by means of personal connects
  - Annual sales target 150K USD wherein achieved 180K USD till date
- 2014 - 2017 **CATKing Educare Ltd, Mumbai, India**  
*Product Manager - GMATPrepKing and GREKing Limited (3 Years & 3 Months)*
- Concocted creative methods to employ social media marketing to achieve a record breaking **5,00,000 INR** in sales by the end of first quarter
  - Designed and deployed online courses tailored to the needs of the students
  - Conducted PR by collaborating with various classes and colleges to increase the online and offline presence of the institute
  - Associated 15 interns and 5 executives to support them with data extraction and social media postings which helped to increase the web **traffic by 10x**

## Internship Experience

- 2018 **Carlsberg India Pvt. Ltd., Mumbai, India**  
*Marketing Intern, Brand Management (2 Months)*
- Assisted in ensuring a **successful launch** for the Carlsberg New Innovation - Carlsberg Smooth (In Market distribution and visibility execution)
  - Reviewed and managed forecast transmission and fluctuations in sales/forecast at **SKU level** during the launch period
  - Researched, **analyzed** and monitored competitive landscape for potential opportunities
  - Managed relationships with **16 vendors** covering 2 products and INR **222,600** in sales **Globally Italia Cina, Milano, Italy**
- Live Project: Consumer Behavior Analysis (3 Months)*
- Conducted primary and secondary research for designing **marketing and communication campaign** for the concept store
  - Designed **consumer personas** for mapping potential consumers
  - Formulated a **launch campaign** and **go-to market strategy**
- Kelloggs' India, Mumbai**  
*Live Project: Trade Marketing Intern (1 month)*
- Understood **consumer insights**, pricing and interacted with customers in store
  - Repositioned** the varied categories for the brand on the shelf space provided
  - Achieved **highest sales** during the tenure
- 2017 **TRIJOG Pvt. Ltd., Mumbai, India**  
*Live Project: Digital Marketing Executive (5 Months)*
- Created **animated videos**, blogs, info graphics, strips, meld gamification and devised **omni-channel** platform campaign for **brand awareness** and **promotion** utilizing a range of techniques including SEO and PPC

## Languages

Hindi: Native; Sindhi: Native; English: Fluent; French: Beginner; German: Beginner

## Additional Information

- Appointed **Core Committee** of Social Club of SDA Bocconi Asia Center
- Google AdWords** Certified, **GNIT** Certified in Business Systems and Information Management
- Appointed Secretary** of Alumni Affairs for Students' Council of HR College, 2011 - 2012
- Awarded** for art and beautifying the city having been associated with SWACHH BHARAT Mission
- Volunteered** with NGO like Lakshya to help under privileged get the basic necessities of primary education and SOS to help hearing impaired get the vocational training by the use of digital marketing
- Certification: 'Retail Competitive Analysis'** from Center of Excellence SDA Bocconi, 2018



## Personal Data

Place of Birth: Mumbai, India  
Date of Birth: 12-08-1992  
Nationality: Indian

## Permanent Address

102, 1<sup>st</sup> Floor, Oxford CHSL,  
TPS III, 15<sup>th</sup> Road, Bandra West  
Mumbai - 400050, India  
Mobile: +91-9664681733

## Present Address

A-403, Heliconia 2,  
Magarpatta City, Near South Gate,  
Pune - 411028, India

## Business E-mail

[bhisham.makhija@marketsandmarkets.com](mailto:bhisham.makhija@marketsandmarkets.com)

## Personal E-mail

[bhishamm@gmail.com](mailto:bhishamm@gmail.com)

## LinkedIn

<https://www.linkedin.com/in/bhishammakhija/>

## Interests

Art & Craft, Cooking, Food & Party Blogging,  
Reading Novels, Photography

## Technical Skills

C#, SQL, Python, SPSS, Tableau, **SAS ERP BI Solutions** (All Intermediate), Microsoft Office Suite (Advance)

## Other Skills

Market Research, Building Communication Strategies, Non-Profit Consulting