

Type equation here.

MAQSUD DASTGIR SHAIKH

E-Mail: shaikhmaqsud@hotmail.com; Phone: +91-9764959664

Marketing Professional | Branding Expert | Digital Marketing | Media Communications & PR

ACADEMIC DETAILS

DEGREE	INSTITUTE/BOARD	YEAR
MASTER IN MANAGEMENT STUDIES	AIAIMS, MUMBAI UNIVERSITY	2012-2014
BCA, COMPUTERS	TILAK MAHARASHTRA UNIVERSITY	2009-2012
12 TH	MAHARASHTRA BOARD, KOLHAPUR	2007-2009
10 TH	MAHARASHTRA BOARD, PUNE	2001-2002

KEY SKILLS

Marketing Communications
Media Planning
Social Media
ATL & BTL
Brand Positioning
Marketing Campaigns
Brand Management
Vendor Management
Business Development
Franchisee Acquisitions
Market Research
MIS
Public Relation

PROFILE SUMMARY

- Total 8 Years in Marketing, Communications & Business Development
- Contributed in Start-up of Dairy and Agriculture (F&V) for Indian & Exotic Fresh Vegetables & Fruits in marketing retail for VTP Rairah Foods Pvt Ltd, Pune.
- Overall Industry accomplishes in Dairy & Agriculture, Food & Beverages, F&V, Retail (Assisted Ecommerce) & FMCG.
- Launched of new premium products like Turmeric Powder, Jaggery Powder, Himalayan Pink Salt, A2 Ghee, Forest Honey, Flakes Powder & crush in Organic sector.

ORGANISATIONAL ACCOMPLISHMENT

Mar'20 – Till Date : Deputy Manager (Monginis Foods Pvt Ltd, Mumbai)

- Developing franchisee partners and expand the business. - Identify the potential Investors through various sources. - Present business plans to the potential client, and negotiate the terms and conditions of the franchise agreement for the exclusive - F- brand outlet.
- Keep management/line manager informed by submitting activity and results, daily call reports, weekly work plans and monthly analysis.
- Identify prospects and evaluate their position in the industry; researching and maintaining a healthy pipeline of leads
- Plan and execute growth strategies (both online and offline) for acquiring new users(resellers) and retain current resellers
- Coordinate with internal teams like product to drive user growth and get the right product mix

Nov'18 - Mar'20:

Assistant Marketing Manager (VTP Rairah Foods Pvt Ltd, Pune)

Key Result Areas:

- Handled (Retail F&V) Marketing activities of 49 Fruits & Vegetables to Star Bazaar, Aditya Birla Retail (More), Godrej nature Basket, Big Bazaar, Reliance Fresh & Dorabjee.
- **Product handled (Perishable)**- Cabbage, Cauliflower, Onion, Spinach, Coriander, Tomato, Lady Finger, Cluster Bean, French Bean, Sponge Gourd, Bottle Gourd, Bitter Gourd, Zucchini, Red Cabbage, Basil, Celery, Parsley, Green Romain, Iceberg, Leek, Pomegranate, Guava, Banana, etc.
- **Products (Non-Perishable)**- Turmeric Powder, Jaggery Powder, Himalayan Pink Salt, A2 Ghee, Forest Honey, Flakes.
- Maintains & updates company website, internal marketing pages, landing pages, presentations & other sales collaterals.
- Help with marketing plan, advertising (ATL & BTL), direct marketing and campaigns
- Advertising opportunities and place adverts in the print media, electronic media, social media or on the radio.
- Awareness of creative content, including videos, artwork and blog posts
- Run social media channels (e.g., Twitter, Facebook, Instagram and LinkedIn) to enhance audience engagement
- Liaise with designers, printers & organise photo shoots
- Identifying opportunities of growth – apartment campaign, corporate campaign, retailer mela, kiosk activity etc.

MAY'14 - MAR'18 FUTURE GROUP, MUMBAI**May '16- Mar'18: Senior Marketing Executive. (Future Consumer Ltd)****May '14- Apr'16: Marketing Executive. (Future Retail Limited)****Key Result Areas:**

- Developing & managing the implementation of the marketing & brand strategy for the company
- PB: Sunkist, Karmiq, Swiss Tempelle, Sangy's Kitchen, Pratha, Veg Affaire, Kara, Tasty Treat, Thin Skin, Fresh & Pure.
- Liaised with business development & corporate teams on communication standardization and process alignments.
- The position covers web & print advertising, email communications, viral marketing, strategic planning, market research, analysis, social media and PR.
- Plan & execute campaigns for Big Bazaar 5 Din Mahabachat Sale, Sabse Saste 3 DIN, Public Holiday Sale, Kitchen Festival, Future Group Shopping Festival, and other product/Brand promotional activities.
- Product Offers TVC/YouTube Commercial, Web / Print / Television / social media, Sabse Saste 3 DIN, Public Holiday Sale, Kitchen Festival, Festival and Many more Festive Events & Promotion
- Liaison with various departments like backend operations, logistics, category & accounts
- Rolled out Business for MH, Rajasthan, Gujarat, Delhi NCR, UP, Haryana, TL & AP for the current organization
- Identification and timely roll-out of all BTL elements – catalogs, leaflets, mall branding, etc

EXTRA-CURRICULAR ACTIVITIES:

- Received two awards & appreciation letters for achieving highest store sale in zone and highest margin maintain during Big Days sale.
- Got appreciation certificate for social service rally for cancer patients conducted by TATA Memorial Hospital
- Participated in 'SEED IT idol competition' jointly organized by SEED InfoTech Ltd and Shivaji University, Kolhapur
- Completed the successful 'Sales System Training' classic distribution which was conducted by 'Uninor'
- Won 1st prize in inter collegiate "MIND SCAPE CASE STUDY" held at Bharati Vidyapeeth, Mumbai.

CORE COMPETENCIES

- Ability to cooperate and create harmonious relationships with others established routines and procedures with sense of responsibility
- Practical and realistic attitude and aptitude for working with facts and details with readiness to accept challenges.
- Loyalty and belief in the value of working within traditional structure of an organization
- Consistent performance, flexible & enthusiastic to handle every type of work.
- Learning capacity & organizing skills & intend on working towards goals.

PERSONAL DETAILS**Date of Birth:** 02nd June 1986**Marital Status:** Married**Languages Known:** English, Hindi and Marathi**Present Address:** "Bon Vivant", Flat No: 1103 B Wing, Hanuman Nagar, Keshav Nagar, Mundhwa, Pune 411 036**Permanent Address:** "AHLEMN" Survey No- 141/1/B 1/2, Plot no. 17, Khangavenagar, Nadaf Colony, Kadgaon road, Gadhinglaj Dist- Kolhapur 416 502**HOBBIES**

Listening Music, Photography, Community involvement, Gardening, Reading books, Travelling, Dancing.

Date: March 25, 2024**MAQSUD DASTGIR SHAIKH**