

Ashwin H Limje

Sales, Marketing & Branding.

Location-Pune, Maharashtra | Mobile-8149214549 | Mail ID-ashwin.limje@gmail.com |
<https://www.linkedin.com/in/ashwin-limje-21b428115/>

Profile Summary:- Result-driven Sales, Marketing, and Branding Manager with 12+ years of experience in crafting & executing comprehensive marketing strategies, enhancing brand visibility, and driving revenue growth through Digital & Offline Marketing . Skilled in cross-functional collaboration, data-driven decision-making, and leading teams.

Certificates:-

1. **National Certified Trainer** from NSDC (2014)
 2. Internationally Accredited Advanced **Lean Six Sigma Yellow Belt** from Sparen & Gewin Academy (2023)
 3. **Power-BI** from BizWiz (2023)
 4. **Business Analysis** Professional from Simplilearn (2023)
 5. **Digital Marketing** from Simplilearn (2023)
 6. **Tableau** from Simplilearn (persuing-2024)
-

Key Achievement:-

1. Successfully planned and covered the visit of BABA Kalyani (CMD Bharat Forge) at CERATHERM.
 2. Successfully planned & executed the ALUCAST event in Chennai Dec 2022.
 3. Worked as an Active Program Manager for the Samsung CHEIL project for the entire WEST region for 01 month.
 4. During SAMSUNG project tenure handled more than 200 Events and flagship campaigns & achieved sales & retail targets successfully with the help of Digital & offline Marketing.
 5. Successfully achieved & execute the contract of "JSW" & "Crompton Greaves".
 6. Successfully tied up with the new 140 retailers in Vidharbha region in 4 months.
-

Areas of Expertise:-

- | | |
|--|---|
| • Market Research & Competitor Analysis | • Customer Relationship Management (CRM) |
| • Budget Management | • New Customer Acquisition |
| • B2B/Sales & Marketing strategies | • Sales Forecasting & Team Management |
| • ERP Process & SOPs/KRA Tracking | • Data Analysis and Interpretation |
| • Recruitment/Training/Development | • Brand/ Product & campaign Management |
| • Visual Retail Management | • ATL BTL/Branding/Promotion activities |
| • FMCG goods/ Channel Distribution & sales | • Warehouse & Vendor management |
| • End-to-End Project Management | • Business Development/ Lead Generation |
| • Digital Tools-SEO/SEM/Email Marketing | • B2B Platform/Event management /Trade show |
-

Soft Skills:-

- | | |
|--|--|
| • Power BI Tableau | • Team Capability Acceleration |
| • Analytical & Negotiation Skills | • Experience of Leading High Performing Team |
| • Problem-solving Approach | • Performance Management |
| • Communication Skills | • Decision Making |
| • Expert attention to details & Accuracy | • Adaptability/Multi-tasking |
| • Relationship Building | • First point of contact of client queries |
| • Time Management | • Collaboration for multi-tasking |

IT Skills:-

- Advanced Excel
 - Online Data Management
 - CRM Software
 - Power BI
 - E-Commerce Platform
 - Data Visualization
 - Tableau
 - Marketing Automation
 - Microsoft Office Suit
-

Work Experience:

General Manager-Sales & Marketing | Ceratherm Technologies India Pvt Ltd | Pune.

Sept 2022-Feb 2023

- Led end-to-end operations at CERATHERM, achieving a 40% sales increase and 20% production cost reduction through global partnerships and Up Cross-selling to existing customers.
- Developed and implemented comprehensive marketing strategies. Lead all Digital Marketing efforts, including SEO/SEM, Social & Print media, Email marketing, Website content making, E-Commerce B2B platforms.
- Collaborate with the sales team to generate leads & nurture relationships with potential clients, track & analyze Marketing & sales Campaign performance to optimize lead generation efforts and formulating action plans, while providing detailed reports on sales, production, and budgetary planning to CEO/CMD.
- Led vendor management efforts, creating a motivating work environment and established effective SCM processes, implementing SOPs and KRAs/KPIs for middle and top management.

Regional Manager- Marketing | PPMS Field India Pvt Ltd- Samsung CHEIL Project | Pune.

Sept 2016-Sept 2022

- Led end-to-end management of Samsung CHEIL project in Maharashtra, overseeing a team of 60 for Samsung_CHEIL client, Mobile sales, Branding Operations, Digital & offline campaigns. (Dealer Meet, exhibitions, ATL BTL activities).
- Collaborated closely with Samsung Marketing for new product launches, evaluating campaign performance, new store opening, celebrity management & Market analysis.
- Generated high-level MIS & visualization of data, conducted competitor analysis, and executed diverse marketing activities.

Sr. Manager- Sales & Marketing | Shanker Agency Pvt Ltd | Nagpur.

Jul 2015-Feb 2016

- Managed retailer relationships to drive repeat business and ensure quality after-sales service, enhancing the visibility of the complete product range.
- Negotiated with distributors, managed client meetings, and finalized deals to meet sales targets and increase business, Expanded business sales by acquiring new outlets and penetrating new markets

Manager - Sales & Marketing | ESMS India Pvt Ltd | Nagpur.

Apr 2010-May 2015

- Conducted market surveys to analyze client needs, negotiate and finalize security contracts, and design cost-effective solutions. Developed and executed comprehensive marketing and operational plans, including security policies, threat analysis, and manpower deployment, Managed tender submissions, contract preparation, and statutory compliance.

Team Leader- Project Operations | Event Management | Nagpur.

Jun 2006-Dec 2009

- **MBA- Marketing** | Tirpude college, Nagpur | TILAK Pune University | 2010
 - **BA- Psychology** | Hislop College, Nagpur | Nagpur University | 2007
-