

PREETI SALVI

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Pune, Maharashtra 411028

PROFESSIONAL SUMMARY

13+ years marketing professional with top skills in brand management, content creation & Trade show planning coupled with outstanding communication and time management abilities.

SKILLS

- Competitive Analysis
- Brand building
- Trade show management
- Customer Segmentation
- New product Launches
- Marketing automation

WORK HISTORY

- 11/2021 - Current **Marketing Manager (Joined as Asst.Manager), Rovema India (Formerly Hassia India), Pune**
- Expanded customer base and brand presence in Asia, Southeast Asia, East Africa, and the Middle East by participating in 11 international trade shows and 8 domestic trade shows.
 - Developed a comprehensive marketing communication strategy for Form Fill Seal Machinery, such as VFFS, HFFS, Dosing systems, and Inspection machinery.
 - Facilitated agent appointments in global markets.
 - Performed primary market research to assess the market's potential for expansion and identify key industry competitors, contributing to the development of a strategic 5-year growth plan.
 - Created a user-friendly and visually appealing website with a responsive UI and UX. S
 - Managed content strategies for multiple platforms, including LinkedIn, Facebook, and YouTube channel.
 - Successfully executed a Google paid campaign, while also developing a landing page.
 - Created valuable sales tools for effective client engagement.
 - Assisted management in increasing organization branding and implementing HRM tool.
 - Implemented and managed an IVR system deployment.
- 08/2018 - 11/2021 **Manager – Marketing Communications, Just For Hearts, Pune, Maharashtra**
- Transformed the online brand image, product offerings, and user experience through the revitalization of MarCom material into a sleek and engaging format.
 - Executed over 70 Edu-entertainment webinars throughout lockdown, garnering an average of 150 daily unique visitors on diverse social media platforms and website.
 - Executed 100+ social media campaigns, cultivating an engaged community of 1000 viewers.
- 08/2011 - 10/2017 **Marketing Promotion Advisor, John Deere India Pvt Ltd., Pune, Maharashtra**
- Developed audio-visual communication in the form of television commercials, customer

- testimonials, new product videos, animation, and radio jingles in 11 Indian languages.
- Handled printing, packaging, and distribution of material, which included brochures, leaflets, newspaper advertisements, banners, posters, festival kits, exhibition standees, dealer training modules, and DVDs for pan India dealerships.
- Managed participation in Agri exhibition, Melas, and road shows, which included stall/van designing, sales promotional material development, and souvenirs procurement.
- Liaised with the Legal department on the documentation and approvals for TV commercials.
- Worked with the procurement team for cost-effective solutions and new vendor deployment.
- Provided creative inputs in developing John Deere merchandise for the India market.
- Networked with advertising agencies, media houses, and research agencies for new brand initiatives.

11/2009 - 08/2010 **Marketing Executive, Just For Hearts , Pune**

- Assisted CEO in creating presentations, marketing collaterals, and print advertisements.
- Reached out to corporate offices, MBA colleges, and banks for health-related talks and seminars for the organization.
- Established strategic partnerships with various newspaper agencies and radio channels to enhance promotion and generate positive brand recognition.

EDUCATION

11/2019 **PGC- Advertisement management & Public relations, Branding**
Mudra Institute of Communications, Ahmedabad

11/2010 **PGD- Event management, Event Management**
E.M.D.I. Institute of Media & Communications

08/2008 **Bachelor of Mass Media, Film and Video Production**
Tilak Maharashtra University

ACCOMPLISHMENTS

- Drafted marketing plans and budgets for major export segments, positioning Rovema India as a leader in VFFS packaging machines.
- Led Audio-Visual production at John Deere, creating over 150 customer testimonials, 10 TV commercials, and 50 product videos in regional languages.
- Contributed to digital marketing strategies at John Deere, enhancing user experience and engagement across web and mobile platforms.
- Repositioned the Just For Hearts brand post-pandemic, driving new business opportunities and increasing web traffic.

LICENSES & CERTIFICATIONS

- Digital Marketing Workshop ,2014(By Bulk Email SMS & 711 Academy)
- Film Appreciation Workshop, 2015 (Lost The Plot)
- The fundamentals of Digital Marketing ,2018 (Google)
- SEO Foundation, 2021 (LinkedIn)