



Akshay Agrawal

Manager - Marketing

agrawal.akshay587@gmail.com

+91-8888423963

Pune, India

linkedin.com/in/akshay-agrawal-7478a313b

To contribute to an organization, where my professional skills and technical skills are explored, further enhanced and should be utilized to its fullest, inter contributing to the promotion of the organization as well as my personal growth with attributes like quick learner, flexible team player, result oriented, good analytical skills.

WORK EXPERIENCE

Chief Manager - Marketing

Polycab India Limited

07/2023 - 02/2024

Pune, India

Achievements/Tasks

- Brand Activation & Sales Promotion Activities
- BTL Activations & Vendors Management
- Events & Exhibitions, Meets Preparation for Sales
- Data Management & Analysis, Data reporting to senior management
- Social Media & ATL Agency Handling

Manager

Reliance BP Mobility Limited

12/2021 - 01/2023

Nagpur, India

Achievements/Tasks

- ATL agency & BTL vendor management for activities in derived region.
- Sales promotion activities for enhancing & helping sales personnel for achievement of sales
- Events & Exhibitions - Attended industry shows, conventions
- POSM Management & distribution in assigned region

Executive - Marketing

Ambuja Cements Limited

02/2020 - 12/2021

Nanded, India

Achievements/Tasks

- BTL & ATL activities execution with vendor & agency management
- Data analysis, marketing & sales planning to achieve target & presenting data to management.
- POSM & Events Management for Sales.

Executive - Sales

Liebherr Appliances India Pvt. Ltd.

01/2018 - 01/2020

Aurangabad, India

Achievements/Tasks

- Vendors Management, BTL Activations
- Data Compilation, Analysis & cold calling for new sales

Executive - Branding

Vivo India Ltd.

02/2017 - 12/2017

Pune, India

Achievements/Tasks

- BTL activations at channel partner end with management of vendors at Pune

SKILLS

Communication Skills

Data Presentation Skills

Vendor Relationship Management

Marketing & Operations Management

Social & Media Management

EDUCATION

MBA - Marketing

MGM - Institute of Management

05/2015 - 05/2017

Aurangabad, India

B.Com - Business Economics

Shivchatrapati College

04/2012 - 04/2015

Aurangabad, India

ACHIEVEMENTS

Certificate (Liebherr Appliances India Pvt. Ltd.) - Multi-tasking (01/2018 - 01/2020)

Certification for sales team for co-ordination of data compilation with daily sales working.

Certificate (Ambuja Cements Limited) - Target Achievement (12/2020 - 12/2020)

Certification for achievement of sales target with new channel onboarding & marketing promotions at Ambuja Cements..

Certificate - Recognition (Polycab India Limited) (10/2023 - 11/2023)

Certification for managing & achieving the target for brand replenishment & ICC event co-ordination for Pune.

INTERESTS

Reading

Travelling

Music

Web-series