



**Vinayashri Mardhekar**

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**Professional Synopsis**

A results-driven marketing professional with around 6 years of experience in BTL & Digital marketing, seeking a challenging role in a dynamic environment where I can learn, grow, excel everyday and contribute to organizational growth.

Marketing Competencies	General Competencies	Behavioral Traits
<ul style="list-style-type: none"><li>• Sales Promotion [BTL]</li><li>• Event management</li><li>• Exhibition Handling</li><li>• Website [Core Media]</li><li>• Intranet</li><li>• Scheme Promotion</li></ul>	<ul style="list-style-type: none"><li>• Process driven approach</li><li>• Usage of AI for Improvement</li><li>• Vendor management</li><li>• Conflict Resolution</li><li>• Support for Automation</li><li>• Cross-Functional Collaboration</li></ul>	<ul style="list-style-type: none"><li>• Adaptability</li><li>• Self-Motivated</li><li>• Result - Oriented</li><li>• Go-getter Attitude</li></ul>

**Current Employment**

**March 2022 – Aug 2024: KSB Limited (Pune)**

Designation: Senior Executive – Marketing and Corporate Communication

Duration: 2.4 years

**Job Profile:**

**Sales Promotion**

- Spearheaded marketing initiatives across the West, South, East zone and Support Nepal, and Bangladesh, which can significantly boost brand visibility through right medias like OOH such as wall painting, wraps, shutter painting, signage, hoarding, bus branding, auto-hood branding etc. and support with the required creative.
- End to end execution of various Van campaigns in tier-2 and 3 locations, enhancing KSB's reach through reaching target customers as well as influencers like plumbers.

**Event Management**

- Planning, Co-ordination and execution of Dealer Conference, Customer meet, Product launches, Plant visits for Corporate and zones
- This role involves managing all aspects of the event, from initial concept to post-event evaluation, ensuring seamless execution and an exceptional experience for all attendees. Identify and secure appropriate venues, suppliers, and vendors, Budget Management. Ensuring cost-effective strategies are implemented.
- Collaborate with the marketing Agencies to develop and execute a promotion plan to maximize attendance and engagement. Oversee the creation of event materials,

including invitations, agendas, and promotional content, Attendee Management, Support for Spouses itinerary, VIP Travel

- Coordinate travel and accommodation arrangements for attendees, ensuring a smooth experience, Work with senior management to develop the conference agenda, coordinate logistics and ensure all presentation materials are prepared,
- On-site Event Management: Lead the on-site team to ensure the smooth execution of the event, handle any issues or emergencies that arise, ensuring minimal disruption to the event.
- Post-Event Evaluation: Analyze event success and areas for improvement, providing recommendations for future events.

### **Exhibitions**

- Analyzing the benefits of participation Booking the stall space to ensure better footfall, design ideation of the stall based on the capacity and the type of products to be displayed, Agency pitch selection required for the fabrication of the stall, first cut cost negotiation and ensuring the proper implementation through advance and detailed planning e.g. Kisan, Agri Intex etc.

### **Participation in Conference through Sponsorship**

- Participate as sponsor in relevant property, evaluation with TSS and zone, Negotiation, stall fabrication, gifts Management, Manpower planning, support, close bills

### **Social Media**

- To ensure that we organically reach the potential customers, have better engagement on Social media platforms, capture high impressions and increase the followers of the page, Facebook and LinkedIn, Insta.
- Create and Manage monthly calendar, posting of all content, drafting of copy and study and generate hashtags using software's
- Constantly work towards increasing the following through Study of analytics, Reporting, trend monitoring and doing change in existing strategy
- Coordinate and create content for employer branding, ESG, Engagement creatives, Product post
- To monitor reach, impression, likes and comments on the post and Online response Management [study the negative comments, escalation, response] to manage company reputation

## **Digital Marketing**

- Complete strategizing of the campaign, Identifying the key markets, segments for digital campaign, identifying relevant digital platforms to advertise, run the campaigns on Google platforms (SEM, SEO, GDN, YouTube), Facebook platforms (Facebook and Instagram), LinkedIn, Quora with the help of consultant
- Ad copy creation, Ad group structuring, bid management, Ad extensions, quality score optimization, tracking and analytics
- Run search ads campaign to generate leads and constantly study results of key words and do improvement in keywords

## **Website and Intranet**

- Regularly updated the company website with fresh content, managed intranet postings, & ensured alignment with the overall marketing strategy through liaisoning with another departments

## **Digitization**

- Dealer Management Portal: Supported IT with concept note for creating the dealer management portal to ensure all marketing materials, updates, and resources were available to dealers at the click of a finger.
- Stationery and Gift Procurement and Portal Handling: Managed procurement processes for stationery and gifts, overseeing the operational portal to ensure efficient supply chain and vendor coordination

## **Automation**

- Plan, manage and execute the Schemes for Channel Partners, influencers [retailer, Plumbers]. It involves review with branches for brainstorming with appropriate scheme, deliberation of modus operandi, coordinate for management approval, coordinate with an agency for automation, continuously monitor the progress of the scheme

## **March 2018 – March 2022 : RKL Galaxy International School**

Designation: Marketing Administrator

Duration: 4 Years

### **Job Profile:**

- Event Marketing: Successfully organized and marketed major school events, driving community engagement and positive brand sentiment.

- Digital Marketing & Content Management: Managed the school's digital presence, including website content and social media platforms, implementing lead generation campaigns that increased enrollment.

**April 2017 – April 2018: Oracle International School**

Designation: Branch In charge - Admin

Duration: 1 Years

**Job Profile:**

- Operational Leadership: Streamlined branch operations, focusing on enhancing communication channels between faculty, parents, and administrative staff.
- Educational Program Development: Collaborated with educators to develop and implement academic programs aligned with the school's strategic objectives.

**May 2007 – December 2009 : Accel Frontline limited**

Designation: IT Helpdesk Coordinator

Duration: 2.7 years

**Job Profile:**

- Client Communication: Provided first-line technical support to users, ensuring effective communication and resolution of IT issues.
- Documentation & Reporting: Maintained detailed records of technical issues and resolutions, contributing to the improvement of IT support processes.

**Education**

- Pursuing BBA (2nd Year) - 2023
- Diploma in Elementary Education - Pune University [Distinction 2017 – 2019]
- Diploma in Computer Engineering - MSBTE Mumbai [First Class 2001 – 2004]
- H.S.C. (Science) [1999 – 2001]

**Other Details**

**Languages Known:**

- English
- Hindi
- Marathi

**Additional Proficiency:**

- MS Office/Functional SAP/ChatGPT