

P R O F E S S I O N A L S N A P S H O T

- **PGDM - Marketing** offering **10+ years of rich experience in driving competitive strategies for enhancing sales**, developing productive business relationships, building an extensive client base & accomplishing multi-fold revenue increase while **working with reputed organization's in the IT & E-Commerce industry**
- **Expertise in Sales Lifecycle Management** from opportunity analysis, lead generation, client presentations/ product demos, solution selling, RFPs, RFQs, negotiations to successful deal closures; played a key role in **bagging a big, high-value enterprise custom software business deal** worth Rs. 19, 00000
- Championed **highly-successful Integrated Marketing Campaigns** entailing **Social / Digital Media (FB, Twitter, Instagram), Trade Shows, Marketing Collaterals**, Websites Print, Radio & TV Ads, that improved customer engagement, fueled market presence, enhanced brand recall, strengthened brand equity and delivered top-line & bottom-line impact
- Drove **sales of 3 different Internet Products, Digital Marketing Services as well as Machinery** to leading clients across diverse Industry Verticals to help them achieve, operational efficiency, cost & resource savings, and significant returns in volatile environments
- Proficient in **organising promotional /marketing activities** for maximizing brand visibility & business generation; represented the company with a team for 2 prominent **Travel Business Trade Shows in India, Mumbai & Delhi**
- Orchestrated profit turnaround to boost market share & recorded key achievements like:
 - Consistently offered work ethic/ merit raises proactively & periodically in last 3 companies
 - Created completely **new Software Product Website** which generated valuable leads
 - Developed from scratch Sales Messages for all SaaS Software Products offered by the company
 - Independently **initiated Digital PR through Websites** on start-up for generating awareness & positive perception building
 - Established performance benchmarks in delivering tailored & client-centric presentations and product demos to clients
 - **Acquired 60 new business accounts for Infogird Informatics for its 2 SaaS Business Operations Management Software** for 2 different industry verticals in India, without the support of any marketing initiatives

S K I L L S

Strategic Sales Planning & Expertise

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|--------------------------------------|--|
| - Annual Business Plan /SOPs | - Business Growth /Revenue Expansion - Corporate Sales & Marketing |
| - Sales Enablement/Pre-Sales Support | - New Market Penetration - Go-To-Market Strategy |
| - Partner Development / Alliances | - Key Account Management - New Business Acquisition |

Marketing Expertise

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|------------------------------------|----------------------------------|------------------------------|
| - Digital & Social Media Marketing | - SEM/ Mobile / E-Mail Marketing | -Website & Content Marketing |
| - Brand / Product Promotions | - Market / Competitor Analysis | - Offline & Online Campaigns |

Operational Expertise

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|--|-------------------------------------|---------------------------------|
| - Profit Center Operations (P&L) | - Business Planning/ Implementation | Performance Management (KPIs) |
| - Product Development / Enhancements | - Process Improvement/ Automation | - Cross-Functional Coordination |
| - Stakeholder/ Vendor / Client Relations | - MIS Reporting | - Dashboards/ Compliances |

Strategic
Influencer

Technical Acumen



Drive for Results



Mentor & Coach



Service Orientation

Sep'19 – Till Date: TalentServ Sports Private Limited (IT Company), Pune as a Senior Sales & Marketing Consultant

Highlights

- Providing the company consistently with strategic inputs on Pricing, Competition, Customer Behaviour & Markets
- Delivering Engaging Product Demo's Virtually In India and Abroad while also having face to face interactions on Field in India
- Adept in using CRM tools like HubSpot
- Goal (Revenue) Oriented with Relentless drive to business revenue --- Indian and Foreign Markets almost with ZERO Marketing Support
- Driving Incremental (100% New) B2B Business for their Sports SaaS Product while closely working with the Directors of the company
- Actively contributing in an Individual Ownership Mode to deliver on variety of Tactical Initiatives to drive business objectives, On boarding Sports Influencers as an Example
- Consistently generating Quality Leads week after week using multitude of channels, tactics
- Managing the Entire Sales Cycle from Contact Initiation till Closure
- Proactively maintain customer relationships for long term by acting as the face of the company Externally
- Proactively Acting as a Voice of a Customer Internally to aid Process and Product Enhancements
- Building Long Term relationships with the Sports Fraternity via Social Selling Key Stake Holders for Building Revenue Pipeline Short Term and Long Term

Apr'16 – Sep'19: Infogird Informatics Pvt. Ltd. (IT Company), Aurangabad as Marketing Manager

Highlights

- Provided **company with strategic inputs having the potential to propel ahead as a result of software product improvements, driving sales of SaaS Products** for different industry verticals while also undertaking Projects for Custom Software, E-Commerce & Mobile Application Development
- Collaborated **with the Sales Team for execution of Corporate Sales Cycle**; worked on the field as well as delivered online & face to face software product demos to professional industrial buyer groups; played a key role in:
 - Analysing latest industry / market trends and accordingly chalking out measures for countering competition
 - Formulating & executing competitive strategy / plans for acquiring the new business across the assigned geography
- Interfaced with key decision-makers in target organisations for business development; understood their requirements, business drivers and accordingly positioned the company's' product & solutions to meet customer needs
- Worked with **Inhouse Design/ Creative Team to create Digital/ Visual Assets like Videos, Infographics, Decks, Landing Pages for SaaS Software Products**; utilised new age communication tools / digital medium for deeper market penetration & reach:
 - Wrote Quality Website Content for Software Product Websites; created all **Marketing Collateral including that for SaaS Software Re-sellers in Physical & Digital form** & also for Trade Show Stall Design
 - Executed Direct Mail Marketing Campaigns to generate awareness & inquiries for software products
 - Worked with Social Media Management Team to **initiate lead generation campaigns on Facebook, LinkedIn**, etc.
 - Created E-Mail Marketing Campaigns, building lists & segmentation for lead generation
- Led **Sales Enablement Process**; rendered pre-sales support, POCs, solution designing, RFP responses and client demos on IT product capabilities; established proper communication channel amongst all stakeholders for seamless flow of information
- Creating a dynamic environment that motivates high performance amongst team members; defining team objectives,
- Led a **cross-functional team of 5 members including Sales & Customer Support** to collaboratively arrive at mission, vision and values for the company; managed team functions like recruitment, T&D, competency development, performance monitoring, career growth and attrition control

Jan'13 – Feb'16: Clear Car Rental Pvt. Ltd., Aurangabad as Lead Marketing & Partnerships

Sister Co. of Infogird Informatics, offering offers Car Rental Services in 300+ Indian cities by Online Cab Booking E-Commerce Portal

Highlights

- Successfully **forged strategic partnerships with reputed OTAs & Travel Technology Companies in India by offering them XML APIs** and thus generating significant recurring revenue for the company
- Effectively managed online promotional efforts & worked with a team to generate business from PAN India Travel Agents looking for Car Rental Services for their own customers
- Positioned company's XML APIs a household name amongst Indian Travel Business fraternity

Dec'11 - Jan'13: Unyscape Infocom Pvt. Ltd., Noida as Digital Marketing Executive

Highlights

- Drove the sales of company's Digital Marketing Services & it's elements like Content Marketing, SEO, Web Analytics including Google Webmaster Tools, Pay per Click Advertising, etc. to reputed organisations in Northern India
- Played a key role in **delivering a Local Search Optimization project for around 100 Financial Planners/ Consultants from US**

Oct'10 - Sep'11: H.T.M. Hydraulics Pvt. Ltd., Pune as Sales & Application Engineer

Highlights

- Promoted Hydraulic Components Servicing/ Hydraulic Machinery Health Monitoring Systems for Construction Machinery Industry
- Single-handedly **generated approx. 12 Lakhs of revenue in a short time frame** for the company, by helping them acquire new clients with recurring revenue potential

Jan'09 – Sep'10: Sanpar Microfilters Pvt. Ltd., Pune as Sales Engineer

Highlights

- Worked in Pune as a Local Sales Engineer, developed new clients for the company while generating repeat business **orders from existing reputed customers like Cummins India, Kirloskar Pneumatics, etc.** from Manufacturing Domain
- Pivotal in selling highest value of Capital Equipment - Dehumidifier worth Rs. 75, 000 for the company

PREVIOUS OTHER WORK EXPERIENCE

Apr'04 - Jun'06: Polycap Enterprises, Aurangabad as Office Executive

Handled day-to-day office work for smooth business operations

Apr'02 – Aug'03: Mather & Platt Centrifugal Pumps (Manufacturing Co.), Pune as Graduate Trainee Engineer

Conducted Time Studies for Industrial Engineering Dept. on the Manufacturing Shop Floor while working in General, 1st & 2nd shifts

ACADEMICS

PGDM - Marketing from PICT - SITM, Pune; secured 64%

Bachelors in Mechanical Engineering from Dr. BAMU; secured 61%

SELF-LEARNING - CERTIFICATIONS



Google Digital Unlocked

Google

Issued May 2022 · No Expiration Date

Credential ID WY8 J8U JAD



Create a Go-To-Market Plan

LinkedIn

Issued Aug 2020 · No Expiration Date



Account Based Marketing (ABM) 2022 - B2B Marketing Strategy

Udemy

Issued May 2022 · No Expiration Date

Credential ID UC-46cc66cc-79ba-4438-966a-d8dc17431637

PERSONAL DETAILS

Date of Birth: 9th April, 1979 | **Languages Known:** English, Hindi and Marathi

Current Residential Address: Nayantara, Flat No 106, Mangal Nagar, Sai Colony Opposite Shiv Colony Main Gate Wakad (Datta Mandir Road)
Thergaon Pune – 411033 India