

PIYUSH V. BEHERE

CREATIVE | DEDICATED | INNOVATIVE

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About Me

An MBA professional having 8+ years of experience in marketing & sales. As a Sales Marketing Manager, responsible for developing, managing, and executing marketing and sales strategies designed to generate revenue.

Education

- **BE: Information Technology**
Mumbai University | 2010-15

- **MBA: Marketing**
Pune University | 2019-21

Skill Set

- Performance Marketing
- Product Marketing
- Event Planning, Print Media, Etc
- Team Leadership & Development
- Creativity and Problem-Solving
- Communication
- Interpersonal Skills
- Brand Management

Industries

- Automotive Manufacturing
- Medical Device Manufacturing
- Fin-Tech Startup
- Health-Tech Manufacturing
- Information Technology
- Marketing Agency

Experience

Marketing Manager | Atreya Innovations Pvt Ltd (Sept 2023-Present)

- Led cross-functional teams in the development and execution of integrated marketing strategies.
- Oversaw online and offline marketing campaigns, resulting in a 20% increase in customer engagement.
- Implemented data-driven decision-making processes to optimize marketing performance.
- Executed comprehensive online marketing initiatives, including SEO, PPC, and social media campaigns.
- Coordinated offline marketing efforts such as print collateral, events, and direct mail campaigns.
- Managed social media accounts and created engaging content to enhance brand visibility.
- Conducted market research and analysis to support strategic decision-making.

Experience

Sr. Marketing Manager | IMAEC Medntek Limited (April 2021-Sept 2023)

- Responsible for Brand Development and promotional activities with Retailers & Distributors.
- Conducting and coordinating for trade shows CME, corporate seminars etc.
- Managing SEO, SMM, Email Marketing etc for the entire brand.
- Spearheaded international sales expansion by identifying new markets and cultivating strategic partnerships.
- Led cross-functional teams to adapt products and services to meet the unique needs of international customers.
- Directed domestic sales efforts, overseeing a high-performing sales team and ensuring consistent revenue growth.

Executive Marketing | STARCKE ABRASIVES Gmbh & Co. (Sept 19-April 21)

- Oversees the production of all marketing materials, including printed documents, media advertising spots, website content, and social media accounts.
- Regularly interacts with marketing managers to receive information and updates about marketing staff progress and results.
- Works with executives to incorporate marketing needs into overall company planning and strategy.
- Monitors competitor activity and brainstorms potential improvements or changes in marketing strategy, products, or services.
- Organized and attends company-wide and marketing events.
- Travels to meet clients and attend conferences, trade shows, industry events, and seminars.
- Co-ordination with print vendors.

Founding Member | DIGITAL BEARD ENTERPRISES (April 2019-Sept 2019)

- Overseeing marketing department and identifying potential customers.
- Evaluating and developing our marketing strategy and marketing plan.
- Planning, directing, and coordinating marketing efforts.
- Communicating the marketing plan with Competitor research.
- Researching demand for our products and services.
- Working with sales department to develop pricing strategies to maximize profits and market share while balancing customer satisfaction.
- Developing promotions with advertising managers.
- Understanding and developing budgets and finance, including expenditures, research and development appropriations, and return-on-investment and profit-loss projections.
- Developing and managing advertising campaigns.
- Building brand awareness and positioning.
- Coordinating marketing projects from start to finish.
- Organized company conferences, trade shows, and major events.

Experience

Head Sales & Marketing | EXUBERANT SYSTEMS PVT LTD (Aug 17-March 19)

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email,
- social media and display advertising campaigns. • Design, build and maintain our social media presence.
- Identified trends and insights and optimized spend and performance based on the insights.
- Brainstorm new and creative growth strategies.
- Utilized strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
- Collaborate with agencies and other vendor partners. • Prepare accurate reports on our marketing campaign's overall performance.
- Evaluate important metrics that affect our website traffic, service quotas, and target audience.
- Researching and developing marketing opportunities and plans, understanding consumer requirements and identifying market trends, to achieve the company's marketing goals.

Analyst Digital Marketing | DIGITAL XPRESSIONS INC (Jan 17-June 17)

- Develop and execute comprehensive digital marketing strategies aligned with overall business goals.
- Create and curate engaging and relevant content for various digital platforms, including websites, social media, email, and blogs.
- Collaborate with content creators, graphic designers, and other team members to ensure consistent and compelling messaging.
- Manage and grow the organization's presence on social media platforms.
- Develop and implement social media campaigns to increase brand awareness, engagement, and lead generation.
- Optimize website content for search engines (SEO) to improve organic search rankings.
- Monitor and analyze key performance indicators (KPIs) to measure the success of digital marketing campaigns.
- Prepare regular reports on digital marketing performance, providing insights and recommendations for improvement.

Executive Marketing | NOCTURNAL SOFTWARES PVT LTD (Dec 15-Dec 16)

- Puts visual merchandising tactics into practice across all retail channels.
- Oversee and facilitate installation and implementation of on-site (store/event) projects.
- Creates budgets for campaigns and promotions.
- Maintains a professional demeanor while being sincere and enthusiastic, displaying the store's dedication to its customers and resulting in sales.

Key Pointers

Sales & Marketing

- CRM Management
- Competitive Analysis
- Lead Generation
- Expo Management
- Vendor Procurement
- ERP Management

Tools

- Google Analytics
- Mail chimp
- GT Matrix
- Canva
- Google Trend
- Open Link Explorer

Hobbies

- Trekking
- Internet Surfing
- Mobile Photography
- Online Shopping

Languages

- English
- Hindi
- Marathi

Declaration

I hereby declare that all the information given above are true to the best of my knowledge and belief.



Mr. Piyush Behere