

MANALI ARVIND DANDEKAR

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WORK EXPERIENCE

MARKETING & SALES EXECUTIVE-

CAKEOLOGY EVENTS LLP NOV-25-2019 TO MAY 2020

- Marketing & Sales Executive for a magazine called Cake masters Magazine India. We are an Indian Edition of
- Cake Masters Magazine which is a fantastic monthly printed cake magazine dedicated to cake decorating and sugar craft. With a global readership and one of the largest cakes decorating publication in the world.

Responsibilities and Duties

- Selling ad space in the magazine
- Managing and increasing subscriptions
- Selling sponsorship packages for an event that is organized under this magazine.

MARKETING EXECUTIVE – IDA CATALOGUE

INDIAN DENTAL ASSOCIATION SEPT-8 -2015 TO JULY-17- 2019

- Responsible for overall marketing and business development of IDA Catalogue
- Marketing and Promotions via emails, SMS, tele calls, dental publications, social marketing, visits Clinic to dental exhibitions and corporate events
- Idea generation, screening and implementation towards the e-portal developed for the initiative
- Managing the purchase and logistics of the initiatives
- Dentists grievances and after sales services
- Liaising with the Finance department to manage the incoming revenue.
- Marketing to ensure a robust pipeline of opportunities for business generation.
- Managing Facebook page to increase the reach of these programs.
- Convert Dentist for Membership Benefits.
- Monitor and report on activities and provide relevant information to management.
- Interacting with all the dental audience and connecting with them to cater to their educational requirements along with team during our marquee events World Dental Shows, Delhi Dental Shows and Indian Dental Conferences.
- Promotions comprised of announcements and social media campaign which would directly connect the Target Audience and provide insights about IDA Catalogues World Dental Shows, Delhi Dental Shows and Indian Dental Conferences.,

Marketing Executive – ETC Courses

**INDIAN DENTAL ASSOCIATION
SEPT -8 -2015 TO OCT -1- 2017**

- Responsible for overall marketing and business development of IDA Hands on Course
- Marketing and Promotions via emails, SMS, tele calls, dental publications, social marketing, visits to dental exhibitions and corporate events
- Managing the purchase and logistics of the initiatives
- Dentists grievances and after sales services
- Liaising with the Finance department to manage the incoming revenue.
- Marketing to ensure a robust pipeline of opportunities for business generation.
- Software Update
- Taking testimonial and feedback from dentist

Research Executive

**Economic Research India Pvt.
Ltd. (Projects Today)
1st July 2014 –30 Dec 2014**

- Updating Company details on Projects Today website.
- Online Data Base Project

Marketing & Sales Executive

**Edelweiss Tokio Life Insurances
20th April 2012 – 31st July 2013**

- Selling Insurances on phone & End to End Calling

HR Executive

**Nahar Industries
September 2011 – March 2012**

Recruitment & Selection / Human Resource Planning:

- Identifying the need of manpower for the Company.
- Screening resumes and short-listing candidates as per the requirement then send it to Senior Manager HR for final Short listing.
- Following up the entire recruitment process for sourcing the best talent.
- Coordinating with all dept. heads for planning and scheduling selection process.
- Conducting reference check and following up till the candidate joins.
- Handling all joining formalities, including preparing offer/appointment letters.
- Issuing Confirmation letters & Transfer letters.
- Coordinating with Consultants for resourcing of Man power as per the company requirement.

Joining & Induction:

- Taking care of Pre-Joining formalities (Medical test, DOJ plan) to on boarding joining.
- Introducing the new resources to the existing employees.
- Introducing the company policies & procedures to the new joiner in detail.
- Completing the documentation process which includes: opening of salary accounts, validations of certificates & documents, creation of e-mail & ID card, training arrangements, briefing of company policies and rules & regulations, orientation & induction.
- Arranging for desktops, laptops, photon & SIM card sending welcome mail.
- Claim processing of new joiners like Transportation claim, Family shifting, Notice pay, Brokerage claim and Mobile Handset reimbursement.

Employee Relations/Welfare / Policy & Process Implementation:

- Taking feedback from employees with regards to training and other activities.
- Supervising and coordinating all human resource policies, procedures & documentation.
- Taking concern of all HR Functions on daily basis, coordinating with senior management team on issue and status.
- Exit Formalities:
- Conducting Exit Interviews.
- Providing No due certificate, relieving letters and Exit checklist for resigned employees

Academic Qualifications

Graduate-Bachelor of Commerce (B. Com)

Alagappa University (UGC Approved)

2010 -1st Class (64.85%)

Higher Secondary School Examination (H.S.C.)

Mumbai University (SNDT)

2007- (50%)

Additional Qualifications

SAP – Certification Course (Mumbai)

SAP R/3 – HR & Marketing from Global Enterprises Info Tech Solution

Key Skills and Competencies

Professional

- Basic in MS office, Internet and Email.
- Good communication skills and an excellent telephone manner.
- Have a professional style of communication & ability to build report with prospective customers.
- Independent, quick learner and adaptable.

Personal

- Able to work well under pressure, priorities workload and work to deadlines. Can work on own initiative
- Excellent written and verbal skills
- Highly motivated with a positive attitude. Reliable and punctual
- Passionate about learning and experiencing exhibitions and events

References

Available on request