VIVEK SHARMA

☏ +91-7838047996
✉ sharma.vivek074@gmail.com

Marketing Professional
Wish to expand product marketing portfolio and develop skills and strategies in the competitive marketing industry

COMPETENCY

Marketing Communication Management (B2C and B2B)
Retail Marketing
Managing Business Market(B2B)
Internet Marketing
Advertising and Promotions
Search Engine Optimisation
Direct Marketing
Product and Brand Management
Service Marketing
Strategic Marketing
Customer Relationship Marketing
Marketing Research
Consumer Behaviour
Negotiation

SUMMARY

* Well organized, dedicated, and enthusiastic professional, with solid educational background in marketing.
* Capable of penetrating new markets, capturing market share, and accelerating revenue growth toward successful attainment of corporate goals and objectives. Understanding of complex marketing trends; capability to work in a fast-paced environment.
* Earlier worked in process and testing instrumentation and solar module manufacturing for long 6 years.
* Backed with Executive MBA in Marketing from IIM Kozhikode.
* Extensive knowledge in product life-cycle management; thorough understanding of best practices using latest marketing techniques.
* Earlier worked on engineering service support for nearly 5 years.
* Exceptional communication and presentation; ability to collaborate with team members or work independently.

IT SKILLS

* **Software** Logix Pro (Allen Breadly PLC), CX programmer (Omron PLC); Wonder Ware (For SCADA); Insight Explorer (Vision camera)
* **Languages** C, Embedded C

ACADEMIC

* **2018 - 2019:** Executive MBA in Marketing from IIM Kozhikode
* **2010 - 2014**: B. Tech. (Electronics & Instrumentation Engineering) from Anand Engineering College, Agra affiliated to UPTU Lucknow; secured 71.74%
* **2009 :** 12th from U.P. Board; secured 65.2%
* **2007 :** 10th from U.P. Board; secured 63.17%

PERSONAL

Date of Birth
03 – April - 1993

Languages Known
English and Hindi

Address
135, 6th Main, 2nd Cross, Mathikere, Bengaluru. India

ACADEMIC PROJECTS

* Placing of product and selecting of advertising on basis of ROI and ROA.
* Marketing Research Project: Are the web-series creating more buzz than the TV soaps & Cinema? *Prepared a questionnaire and done the quantitative analysis of data.*
* Internet Marketing Project: Web analytics on Excel using histogram, column charts, scatter diagram, skewness and kurtosis of histogram. *Google analytics and Google AdWords.*

ORGANISATION SERVED

Service Engineer	Mondragon Assembly Ind. Pvt. Ltd.	Since Mar'17 (3 years)

* Accountable for installation, servicing and site supporting of several machine.
    * Taber and Stringer for solar string manufacturing.
    * Robotic arm for auto lay-up.

* Product promotion through Direct Marketing.
* Educating client about product value.
* Manage to retain business with existing client with generating AMCs.
* Understand customer needs and provide solution.
* Getting business from consumable and spares parts sales.
* Preparing all documents required for the Govt/ Pvt tenders.

Service Engineer	Avantech Engineering Consortium	Jan'16 to Nov'16 (10 Months)

* Accountable for installation of Civil testing equipment for soil testing, rock testing, cement and building material testing, asphalt testing etc.
* Spearheaded Direct Marketing of testing equipment - EDG, NDG, NCAT etc. relating to the civil testing.
* Efficiently organised demonstration of these equipment with the potential customers.

Engineer Technical	Allied Engineering Works	Aug'14 to Dec'15 (16 Months)
LED Lights Manufacturer		

* Strengthened performance of Lumen, Rated Voltage, Rated Current, Wattage and Power Factor measurement on Photometer.
* Earned recognition of senior management on consistent basis for excellent performance.
* Knowledge of drivers and their components.
* Efficiently managed:
    - LED Lights manufacturing and SMT line operations.
    - Quality & Routine testing of LED Bulb.
    - Programming of YAMAHA Pick and Place Machine on SMT Line.
    - Operation of Reflow Oven and Wave Soldering Machine.

TRAININGS

One-Month Summer Vocational Training in "N.T.P.C. Dadri (NOIDA)"	2013

* Studied and designed calibration procedure for instruments used in production (oil and gas).

CO-CURRICULAR ACTIVITIES

* Digital Marketing.
* Industrial Automation training on PLC & SCADA.
* Workshop on Robotics. (Based on AVR at mega8 Micro Controller)