



Samidha Wasnik

Marketing Manager | Operational Excellence

An articulate, persuasive, and competent professional with over 16 years of prodigious experience in Marketing Management, Service Support, Techno-Commercial Operations, and Operational Excellence. Seeking career advancement with an esteemed organization to leverage my experience as a Manager - Marketing Operations with exceptional marketing acumen and leadership skills to orchestrate effective marketing strategies and enhance operational efficiency, driving the company's growth and success.

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SKILLS

Marketing Management

Digital Marketing

Process Improvement

Customer Relationship Management (CRM)

Commercial Compliance

Data Management

Practical Process Improvement (PPI)

GeM Bid Participation

Pricing Management

Budget Management

Cross-functional Collaboration

Team and Vendor Management

TECHNICAL SKILLS

System: Windows 9x/2000/XP

Languages: C (Basic)

Software Packages: MS Office (Word, Excel, PowerPoint), Power BI

Testing and Analytical Instruments knowledge: Shimadzu Total Organic Carbon (TOC) Analyzers, Mecmesin Digital Force & Torque Gauges, Beckman Air and Liquid Particle Counters, AES Microbial Air Samplers, Quest Sound Level Meters, Thermofisher Scientific Centrifuges, Cold Storage, Water Purification Systems, Biosafety Cabinets, Laboratory Pipettes & Laboratory Consumables

KEY STRENGTHS

Operational Excellence in Marketing & Support Key Marketing Initiatives:

Proficiency in executing marketing initiatives with operational excellence, including creating and managing campaigns on SFDC, updating material master data, extending product codes, and coordinating with vendors for marketing collaterals to support marketing communication efforts.

Data Management:

Data Management entails organizing, maintaining, and analyzing information systematically to ensure accuracy, security, and accessibility for effective decision-making and operational efficiency and involves implementing data governance, creating data structures, establishing data quality standards, and leveraging technologies to facilitate data integration, cleansing, and storage while complying with relevant policies and regulations.

Marketing Communication & Support:

Proficient in coordinating with vendors for marketing collaterals, managing marketing budgets, supporting Marketing Team during events and seminars, and streamlining PO processes through SAP.

Team Collaboration and Leadership:

Highly skilled in team coordination, networking, and leading teams during college projects and fest activities, fostering a collaborative and efficient work environment.

Building Processes with the help of PPI:

Demonstrated ability to develop and optimize processes using Practical Process Improvement (PPI) methodologies, ensuring efficiency and effectiveness in Master Data Management and product uploads, along with continuous improvement in SAP and other systems.

Pricing Management:

Pricing Management involves strategizing, implementing, and optimizing pricing models and structures to maximize profitability and competitiveness in the market and includes analyzing market trends, assessing customer behaviour, and collaborating with cross-functional teams to set competitive prices, manage discounts, and execute pricing strategies that align with business objectives and customer value perceptions.

Compliance and Safety:

Committed to undergoing mandatory trainings for compliance and safety, seeking legal approvals when required, and promoting a culture of compliance.

Process Development and Optimization:

Expert in building efficient processes with the support of PPI, ensuring operational excellence, and enhancing overall marketing and support initiatives.

WORK EXPERIENCE

Marketing Manager

Thermo Fisher Scientific

02/2018 - Present,

- **Building Processes with PPI and Operational Excellence in Marketing:** Implement PPI (Practical Process Improvement) principles to streamline marketing processes. Foster operational excellence by optimizing workflows and resource allocation in marketing. Drive efficiency and effectiveness in marketing initiatives to maximize ROI.
- **Supporting Key Marketing Initiatives:** Collaborate with cross-functional teams to support critical marketing projects. Provide leadership and guidance to ensure successful execution of key marketing campaigns. Work closely with product management and commercial leaders to align marketing efforts with business objectives.
- **Ensuring Commercial Compliance in Tender Process of Lab Equipment's:** Enforce adherence to Standard Operating Procedures (SOP) and Authority Approval Matrix (AAM) for all tenders. Proactively seek approvals to ensure timely submissions of tenders. Maintain a repository of common and tender-specific documents accessible to stakeholders.
- **Managing Factory Authorization & GeM Bids:** Oversee Factory Authorizations from factories, Publish Dashboard. Facilitate continuous Product uploads on GeM (Government e-Marketplace) in coordination with Corporate Team. Track GeM bids participated through channels and issue GeM authorizations for channels and tenders.
- **Updating and Managing Material Master Data:** Ensure regular updates of Material Master Data on SAP, including Shelf Life, Sales Unit, MRP, and Batch Management. Identify and update Obsolete SKUs and replacement SKUs in SAP. Extend product codes to all plants for streamlined inventory management.
- **Pricing and Quoting Responsibilities:** Collaborate with PMT (Product Management Team), commercial leaders, and Finance Team to upload prices in SAP/SFDC/WOP. Coordinate with Finance & IT for uploading on SAP.
- **Focus on Compliance:** Complete mandatory trainings related to compliance, safety, and other relevant areas. Seek legal approvals wherever required to ensure adherence to regulatory standards.
- **Marketing Communication & Support:** Coordinate with vendors for giveaways, brochures, and various marketing collaterals. Manage and maintain the marketing budget for cost-effective deliverables. Support the Marketing Team during events and seminars by handling backend activities.
- **Streamlining Commercial Supporting Projects:** Optimize processes for supporting the Team in various areas such as pricing, tenders, Master Data Management and GeM.
- **Coordinating with Warehouse and Finance Teams:** Ensure smooth functioning and safe dispatch of marketing materials through collaboration with the warehouse team. Obtain payment approvals from the Finance Team to expedite the payment process. Streamline Purchase Order (PO) processes through SAP in coordination with Warehouse and Finance Teams.

Asst. Manager - Marketing & Service Support

Saksham Analytical Instruments Pvt. Ltd.

02/2007 - 02/2018,

Thane

- **Managed Sales for Testing and Analytical Instruments:** Handled the sales of a diverse range of instruments, including Shimadzu Total Organic Carbon (TOC) Analyzers, Mecmesin Digital Force & Torque Gauges, Beckman Air and Liquid Particle Counters, AES Microbial Air Samplers, Quest Sound Level Meters, and other such instruments.
- **Identified Potential Customers and Market Opportunities:** Proactively tracked the market, identified potential customers, and explored new business opportunities to expand the client base and achieve sales targets.
- **Conducted Customer Meetings and Seminars:** Engaged in personal meetings with potential clients, conducted seminars, and product demonstrations to showcase the capabilities and benefits of the instruments, thereby generating leads and increasing sales.
- **Managed Service Database on CRM:** Maintained a comprehensive service database on the Customer Relationship Management (CRM) system to efficiently track service history, customer inquiries, and follow-up actions.
- **Coordinated with Service Team for Efficient Customer Support:** Collaborated closely with the service team to manage service calls, resolve technical issues, and ensure prompt and efficient customer support.
- **Prepared E-Tenders and Offline Tenders:** Took charge of preparing and submitting electronic (E-Tenders) and offline tenders, ensuring compliance with all necessary documentation and requirements.
- **Ensured Compliance with Tender Guidelines:** Adhered to tender guidelines and regulations, and successfully complied with the tender submission process.
- **Developed and Maintained Customer Relationships:** Built and nurtured strong relationships with existing customers, fostering loyalty and customer retention.
- **Provided Post-Sales Support:** Offered exceptional post-sales support to customers, ensuring their satisfaction with the instruments and services provided.
- **Contributed to Team Growth and Overall, Company Success:** Played an integral role in achieving the company's sales objectives, expanding the customer base, and contributing to the overall growth and success of Saksham Analytical Instruments Pvt. Ltd.

EDUCATION

Diploma in Marketing Management
Welingkar Institute of Management
Development & Research
Matunga

B.E. in Electronics Engineering
Mumbai University
2003 - 2007,

PROJECTS

Project title: Gas Chromatograph

- **ROLE:** Team Leader | **DURATION:** 6 months
- **Description:** Developed a Gas Chromatograph instrument to determine gas concentration in injected samples, employing Thermal Conductivity Detector and Flame Ionization Detector as detection mechanisms.
- Utilized PIC16F4520 IC in the design and implementation of the Gas Chromatograph.
- Achieved accurate and precise gas concentration analysis for diverse gases in the samples.
- Demonstrated proficiency in instrument design and integration of advanced detection technologies.
- Contributed to the advancement of gas analysis techniques and instrumentation in the project.

Project title: 24 hour on off clock timer

- **ROLE:** Team Member | **DURATION:** 5days
- **Description:** Developed a 24-hour on-off clock/timer utilizing the 8051 micro-controller.
- Designed an efficient and accurate timekeeping system with the micro-controller.
- Created a clock/timer capable of precise on-off functionality for a full day cycle.
- Demonstrated proficiency in micro-controller-based system design and implementation.
- Contributed to the successful development of the timekeeping project.

Project title: Digital Clock

- **ROLE:** Team Leader | **DURATION:** 7 days
- **Description:** Implemented a 7-segment display system using the 8051 micro-controller to showcase seconds, minutes, and hours.
- Created a user-friendly clock with the flexibility to set desired time settings.
- Successfully demonstrated proficiency in micro-controller programming and display integration.
- Developed a reliable time display solution for various applications.
- Contributed to the project's success in delivering an efficient and customizable clock system.

PERSONAL ATTRIBUTES

Intellectual Curiosity

Impeccable Analytical Skills

Innate Problem-Solver

Conscientious & Eloquent

LANGUAGES


English
Full Professional Proficiency

Hindi
Native or Bilingual Proficiency

Marathi
Native or Bilingual Proficiency

INTERESTS

 Music

 Reading Books

 Singing

 Networking