

# Tushar Mahule

## Business Development Executive

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### Objective

“Seeking a challenging and innovative position in a firm that will maximize the opportunities for me to implement my skill set and knowledge as well as use my capabilities in the best way possible so that I am able to enrich my skills and aid the development of the firm I work with.”

### Projects:

- Customer Satisfaction-

To Study Customer satisfaction Level & Problems facing, customer awareness about company, analyze complaints.

- Business Exposure –

To Study Business Exposure is how many people, Companies & Places know about our business & our brand. By building a brand reputation you increase business exposure.

### Skills

- Relationship Building
- Operations Management
- Retail Operations
- Brand Development
- Consultative Sales
- Customer Service
- Business Development
- Leadership/ Coaching
- Market Analysis
- Strategic Marketing
- Negotiations
- Relationship Management
- B2B and B2C Sale

## **Professional Experience**

Organization: **M-Tech Innovations Limited.**

**June 2022 to till date**

### **Job Description:**

- Conceiving and developing efficient and intuitive marketing strategies
- Organizing and oversee advertising/communication campaigns (social media, TV etc.), exhibitions and promotional event.
- Conducting market research and analysis to evaluate trends, brand awareness and competition Ventures.
- Maintain relationships with media vendors and publishers to ensure collaboration I promotional activities.

### **Role: Marketing Executive**

#### **Role Responsibilities:**

- Proven experience as **marketing executive** or similar role.
- Good understanding of market research techniques, data analysis and statistics methods.
- Thorough knowledge of strategic planning principles and marketing best practices.
- Proficient in MS Office and marketing software (e.g., CRM)
- Familiarity with social media and web analytics (e.g., Web Trends)
- Excellent communication and people skills.
- Strong organizational and time-management abilities.
- Creativity and commercial awareness.

**Job Description:**

- Establishes marketing goals based on past performance and market forecasts
- Oversees current offerings and comes up with initiatives for new products or services
- Researches and analyses market trends, demographics, pricing schedules, competitor products, and other relevant information to form marketing strategies
- Works with marketing staff to develop detailed marketing plans for all media channels and sales teams
- Approves and oversees the creative development of promotional materials, website content, advertisements, and other marketing-related projects
- Communicates with various media buyers, advertising agencies, printers, and other services to help marketing projects come to fruition
- Provides in-depth information to interested clients, and acts as a representative for the marketing department in important buyer meetings
- Works within the department budget to develop cost-effective marketing plans for each product or service
- Tracks all marketing and sales data and creates detailed written reports and verbal presentations to bring to senior executives
- Adjusts marketing campaigns and strategies as needed in response to collected data and other feedback

**Role:** Business Development Executive

**Role Responsibilities:**

- Develop effective sales plans and business cases to meet or exceed sales objectives.
- Identify and recruit sales personnel with right skills to provide best-in-class sales performance.
- Supervise, train and direct sales team on how to improve sales performance.
- Conduct trainings and performance improvement programs to address the skill set gaps identified in the organization.
- Manage resources and budget requirements to seamlessly execute business project within the defined scope.
- Analyse market competitive situation and customer requirements in order to facilitate better planning and execution of sales plan.
- Develop new business opportunities through networking, cold calling, etc.
- Establish and maintain strong relationships with customers in order to develop new businesses.
- Co-ordinate with marketing team to develop marketing strategies and materials to promote company's product.
- Maintain a database of business development opportunities and prospect pipeline information.
- Provide prospect reporting and status updates to management.
- Ensure that corporate communications team communicates the recent business information to sales team, customers and management in consistent and timely fashion.
- Attend trade shows and sales conferences.

**Organization:** Choudhary Scaffolding Ind.Pvt Ltd, Pune

**July 2016 to May 2019**

**Job Description:**

- Generated leads through cold-calling, networking, and advertising.
- Exceeded personal and corporate sales goals.
- Negotiated all contracts with prospective clients.
- Helped determine pricing schedules for quotes, promotions, and negotiations.
- Prepared weekly and monthly reports.
- Gave sales presentations to a range of prospective clients.
- Coordinated sales efforts with marketing programs.
- Understood and promoted company programs.
- Obtained deposits and balance of payment from clients.
- Prepared and submitted sales contracts for orders.
- Visited clients and potential clients to evaluate needs or promote products and services.
- Maintained client records.
- Answered client questions about credit terms, products, prices, and availability.

**Role:** Sales Executive

**Role Responsibilities:**

- Conduct market research to identify selling possibilities and evaluate customer needs
- Actively seek out new sales opportunities through cold calling, networking and social media
- Set up meetings with potential clients and listen to their wishes and concerns
- Prepare and deliver appropriate presentations on products and services
- Create frequent reviews and reports with sales and financial data
- Ensure the availability of stock for sales and demonstrations
- Participate on behalf of the company in exhibitions or conferences
- Negotiate/close deals and handle complaints or objections
- Collaborate with team members to achieve better results & Gather feedback from customers or prospects and share with internal teams.

## Educational Qualification

Degree	Institute	Course	Year	University	Marks
Post-Graduation	Pratibha College,chinchwad,Pune	MBA-Marketing	2016	Pune University	66%
Graduation	CSIT College, Chinchwad,Pune	BBA -Marketing	2014	Pune University	56%
HSC	Bhairvanath junior college	State Board	2010	State Board	49%
SSC	Shri Swami Samarth Vidyamandir	State Board	2008	State Board	72%

## Extra-curricular Activities and Achievements

- Won intercollege Carom Competition.
- Won intercollege SUDOKU competition.
- Volunteered multiple college events.

## Personal Details

Date of Birth	13 March 1993
Gender	Male
Nationality	Indian
PAN	CAHPM1545F
Language Proficiency	Fluent in English, Hindi & Marathi
Hobbies	Watching Web Series, Travelling & Swimming

## Declaration:

I hereby declare that the information given is true to the best of my knowledge.

**Tushar G Mahule**

**Date:**

**Place:** Pune