

# AMIT MULIK

---

 +91 8308831618  aamitmulik@gmail.com

## *WORK EXPERIENCE (Total: 5.7Years)*

---

**Company** : Hisoa Electronic Pvt Ltd - VIVO Mobiles  
**Duration** : Feb 2017 – Aug 2020  
**Designation** : Marketing Executive

### **Work responsibility:**

- Identifies business opportunities by identifying prospects and evaluating retailer position in the industry.
- Drives sales through engagement of retailer, suggestive selling, and sharing product knowledge.
- Coordinate with the Retail Sales Representative team to provide excellent customer service (especially during peak times)
- Ensure racks are fully stocked
- Manage returns of merchandise
- Sending sales report to reporting authority
- Preparing reports by collecting, analyzing, and summarizing information at the end of month.
- Doing In shop advertising promotional activity to create product awareness.
- Maintains relationships with clients by providing support, information, and guidance; researching and recommending new opportunities; recommending profit and service improvements.

**Company** : Time Legend Travels & Tours  
(Group of Satguru Travels & Tours-Largest Travel Management Co. in Africa)  
**Duration** : Feb 2016 – Feb 2017  
**Designation** : Operations Executive in Marketing & Tourism Dept.

### **Work responsibility:**

- Coordination with Africa team for Sales-Marketing, Branding & Promotional activities.
- Handling/Supervising the team of seven people present in Africa.
- Daily operational management and preparing promotional materials and displays & execute the requirement with help of in-house design team.
- Understand business requirements, and devise suitable strategies to effectively communicate to customers and stakeholders.
- Positioning the renowned brands effectively and efficiently.
- Suggest and execute appropriate ATL & BTL to the businesses.
- Marketing execution of all printing collaterals.
- Plan and manage internal communication campaigns to support the successful execution of the campaign in an effective and timely manner.
- Support to product marketing / sales on new product initiatives, launch plans from HO.

**Company** : Kolte Patil Developers Limited, Pune  
**Duration** : Jan 2015 – Feb 2016  
**Designation** : Presales Executive

**Work responsibility:**

- Attending clients, which are visiting head office for Pune projects
- Working with a cross-departmental team
- Ensure organizational initiatives and projects are successfully communicated to employees, stakeholders
- Plan, edit and write content for a variety of internal communications mediums, such as intranet, newsletters, brochures, leaflets, email bulletin, etc.
- Ensure internal communications messages are consistent across all mediums and for different departments of the organization
- End to End Marketing Communications

**KEY SKILLS**

---

- Understanding of the brand
- Ability to research & analysis
- An eye for trends
- Well versed with Microsoft Office and Internet Applications

**ACADEMIC QUALIFICATIONS**

---

- **MMM (Masters in Marketing Management)** from Indira Institute of Management, Pune  
*Pune University*
- **B Sc (Bachelor in Computer Science)** from Prof. Ramkrishna More College, Pune  
*Pune University*
- **HSC** from Camp Education Society, Pune  
*Maharashtra Board*
- **SSC** from Smt. Kamaladevi Govindsheth Sable School, Pune  
*Maharashtra Board*

**PERSONAL DETAILS**

---

- Date of Birth : 30<sup>th</sup> September, 1987
- Languages Known : English, Hindi, and Marathi
- Address : Pune, Maharashtra, INDIA