


KRUTADHNYA KULKARNI

Outreach Manager - Digital Marketing



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Dedicated Sales & Marketing professional with history of meeting company goals utilizing consistent and organized practices. Skilled in working under pressure and adapting to new situations and challenges to best enhance the organizational brand. To seek and maintain full-time position that offers professional challenges utilizing interpersonal skills, excellent time management and problem-solving skills.

Skills

Outreach marketing


Excellent

Written and verbal communication


Excellent

Client needs assessments


Excellent

Active Listening


Excellent

Planning and Coordination


Excellent

Self-Motivated


Excellent

Work History

2022-03 - Current

Outreach Manager

LS Digital, Navi Mumbai

- Roles & Responsibilities :
- Considered business demands and customer preferences when developing pricing structures and marketing plans.
- Established, initiated and optimized business development strategies based on company targets, product specifications, market data and budget factors.

- Oversaw preparation of marketing copy, images, videos, emails and other collateral.
- Secured long-term accounts by recommending strategies to promote brand effectiveness and highlight product benefits.
- Captured new customers by optimizing business strategies and launching products to diversify offerings.
- Built and strengthened strategic relationships with vendors, advertising agencies and leading industry partners.
- Manager 60 to 80 calls per day.
- Developed creative presentations, trend reports, kitted assets and product data sheets.
- Developed insights on marketing campaigns to assess performance against goals.
- Assisted with researching grants and grant writing tasks

2021-03 - 2021-09

Inside Sales Specialist

Toothsi Aligners Ampa Aurthodontics, Mumbai

- Collected information on sales and service issues to coordinate team-wide resolutions.
- Developed and deepened customer relationships to drive revenue growth.
- Developed strategic relationships with existing customers by learning preferences and managing regular communications.
- Collaborated with vendor representatives and company customers to set up optimal delivery schedules.
- Created and updated customer accounts with relevant information.
- Answered customers' questions regarding products, prices and availability.
- Used CRM software to maintain detailed contact logs and account records.
- Managed friendly and professional customer interactions.

2019-07 - 2020-06

Administration Executive cum Receptionist

DigiPhoto Entertainment Imaging, Mumbai

- Responsibilities are as follows:
- Helping Human Resource Manager in their daily activity work as well as payroll.
- Learned new skills and applied to daily tasks to improve efficiency and productivity.
- Received and processed stock into inventory management system.
- Used critical thinking to break down problems, evaluate solutions and make decisions.
- Adhered to social distancing protocols and wore mask or face shield.
- Developed and maintained courteous and effective working relationships.
- Completed paperwork, recognizing discrepancies and promptly addressing for resolution.

2018-09 - 2019-06

Office Manager

Allround India Vegetable & Processing, Navi Mumbai

- Answering the new client information and their requirement

- Established workflow processes, monitored daily productivity and implemented modifications to improve overall performance of personnel.
- Evaluated employee records and productivity and submitted evaluation reports.
- Coached new hires on company processes while managing employees to achieve maximum production.
- Updated reports, managed accounts and generated reports for company database.
- Prepared meeting rooms and materials and recorded important information.
- Maintained computer and physical filing systems.
- Compared vendor prices and negotiated for optimal savings.
- Developed standard operating procedures for all administrative employees.
- Oversaw work processes and performed quality control tasks to increase revenue and reduce production times.

2017-02 - 2018-06

Front Office Executive

Hotel Yogi Executive, Vashi, Navi, Mumbai

- Role & Responsibilities are as follows:
- Coordinated office activities and operations, secured compliance to company policies and welcomed, screened and routed guests.
- Documented, published and updated administrative and executive procedures and practices and established internal communication processes.
- Managed multiple tasks and met time-sensitive deadlines.
- Answered central telephone system and directed calls accordingly.
- Resolved customer problems and complaints.
- Checked-in visitors, distributed visitor badges and managed logbooks to comply with security initiatives.
- Maintained confidentiality of information regarding clients and company.
- Answered phone promptly and directed incoming calls to correct offices.
- Provided callers with address, directions, company website and related information.

2016-06 - 2016-08

Management Trainee

Hotel Majestic Court Sarovar Portico, Mumbai

- Completed industrial training at "Majestic Court Sarovar Portico" for 3 months in Front
- Office, Food and Beverage, and Housekeeping departments
- Worked as front office associate for 5 months
- Handling the guest calls, take the check ins and check outs
- Making the reservations as per guest's requirement
- Gained knowledge of company policies, protocols and processes.
- Maintained professional demeanor by staying calm when addressing unhappy or angry customers.
- Communicated best practices among on-site and external personnel to align efforts and goals.



Education

2022-01 - Current	MBA: E-Commerce <i>Welingkar Institute of Management - Mumbai</i>
2014-06 - 2017-06	Bachelor of Science: Hospitality & Tourism Studies <i>S. P. More College - Navi Mumbai</i>
2012-06 - 2014-05	High School Diploma <i>KTHM College - Nashik</i>
	No Degree <i>C D O Meri Highschool - Nashik</i>



Certifications

2022-07	Advertising with Meta - Instagram & Facebook
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