

# Karan Warde

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## Profile

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MSc Management graduate, with a background in Import-export, Marketing and Administration. Detail-oriented senior export and marketing executive and driven shipping professional offering exceptional leadership, planning and training abilities. Possess a good academic understanding of the principles of digital marketing backed work experience in this sector that was involved in creating content to improve SEO. Before this, I had completed a bachelor's of commerce and an MSc in Management from the United Kingdom. Undertook an internship focusing on marketing and administrative support. Well-versed in market research and excellence in creating brand awareness strategies. Currently seeking an opportunity to put my skills and experience to use.

## Education

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### MSc Management

January 2022

Coventry University London, United Kingdom

### Bachelor in Commerce

October 2020

Maharaja Sayajirao University | Vadodara, India

## Experience

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### Infinita Biotech Pvt Ltd – Vadodara, India.

February-September 2023

Infinita Biotech Pvt Ltd is a multidivisional biotechnology company in India and a global leader in manufacturing eco-friendly enzymatic solutions for a variety of industrial applications.

- **Senior Marketing Executive.** Sourcing new potential customers domestically, and internationally and converting them into regular buyers. Developing pricing policies that would draw customers while maintaining profit margins that are within acceptable bounds. Also, making sure the documentation process is done smoothly without any delay.
- Attending fairs & exhibitions domestically related to enzyme industries and trying to convert the visitors into potential buyers.
- Coordinating and timely follow-up with the customers on the price offers.
- Making sure that the payments are received on time.
- Finding and assigning agents in order to grow the business on a commission basis and also making sure the shipments are taking place as per the given time.
- Conducting Market Analysis of new and existing markets.
- Maintaining relationships with the clients and making sure the orders are being received on a regular basis.
- Creating and implementing the regional marketing plan in conjunction with the international marketing manager.

### Rubex Impex – Vadodara, India.

July-November 2022

Rubex Impex is a specialized chemical marketing and distribution company involved in indent sales. They consider

themselves an agent with a difference, building strong bonds with our customers on the foundation of their principles with a high emphasis on transparency, customer service and research/market analysis and information.

**Export Executive.** Sending B/L draft to the customers for approval then forwarding Invoices, packing list, shippingbill & shipping Line DO after filling in regular SI/BL Instructions to the Shipping lines.

- Coordinating with clients for different regulatory issues like vessel certificate KYC docs, and detention approval from the line.
- Working with foreign distributors, overseas marketing and advertising, and organizing budgets and invoices.
- Liaise and coordinate with internal and external parties to ensure smooth and timely execution of shipments. Liaising with suppliers and necessary teams on all documentation required for clearing shipments.
- Coordinating with the suppliers regarding the orders, negotiating the price on behalf of the customer and requesting the shipping schedules along with other documents for the customer.
- Make sure that the customer has made the payment to the supplier as per the agreed payment terms.
- Raising commission invoices to send to the supplier and ensuring that the supplier pays in the given time.
- Conducting Market Analysis of new and existing markets.
- Built and maintained Relationships with Suppliers and forwarders to Ensure Efficient Order Processing
- Researching buyers globally of various products reaching them via email or phone to develop new business opportunities to grow the business

**MONRSH COLLECTION** —Vadodara, India

2020 – 2021

Monrsh Collection, founded in 2014 provides various types of women's Western and traditional dresses collection. Also,with accessories and jewellery that ships across the world.

**Online Marketing Executive.** Created SEO-optimised content across the digital infrastructure. Tracked and analysed important metrics that affect website traffic, service, and target audiences on social media.

- Builds business by identifying potential opportunities and selling prospects.
- Developed excellent communication skills by maintaining customer relationships.
- Cross-collaborating and liaising with external teams to create material.
- Maintaining industry relevancy by identifying and analysing the latest digital trends and tech developments in mobile marketing.
- Organising and promoting industry events such as launches, networking events, webinars, webcasts

## Additional Information

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**Languages:** English, Hindi, Gujarati, Sindhi

**Technologies:** Microsoft Office, Lightroom, Photography, Photoshop

**Skills:**

- Flexible and Adaptable
- Solution based approach
- Technology proficient
- Excellent work ethic

- Leadership and Multi-tasker
- Critical Thinking
- Great Listener