



# NIRAJ SAILESH MEHTA

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## CAREER OBJECTIVE

Secure a responsible career opportunity in an interactive organization that helps me to demonstrate my knowledge and skills by communicating and interacting with all level of stakeholders to significantly contribute to the success of the company.

## EDUCATION QUALIFICATION

### POST-GRADUATION

MBA + PGPM (MARKETING & HR) - Amity University, Noida - Year of 2014

### GRADUATION

Bachelors of Business Administration – Sikkim Manipal University - Year of 2011

## KNOWLEDGE VIEW

- Interpersonal communicator with key stakeholders in order to ensure excellent levels of onboarding, problem-solving, retention and loyalty
- Proficient at creating new market opportunities by designing marketing plans for the functions and executing it at various levels to penetrate into the market in sync with organization's vision and mission.
- Building and handling team with leadership skills
- Abilities to handling multiple priorities being bias for actions and customer obsession
- IT knowledge of CRMs, Business Analytics, Database Management and MS Office operations

## STRENGTHS

- Taking Ownership and Being Responsible
- Ability to analyze and solve under organizational parameters
- Being innovative and simplifying the process for future course of action
- Flexible and Timed
- Think out of the box by having vision of growing

## AREAS OF IMPROVING

- Dives deep on minor work requirements to achieve perfectness
- Persistent towards work ethics
- Sensitive and self-critical
- Emotional when selecting and setting up priorities

## PROFESSIONAL EXPERIENCE

**MAHAVIR TRADERS, Nagpur and Wardha**  
**Position – Marketing & Planning Manager**  
**Duration – August 2018 to Present**

### **Job Profile:**

- Searching and selecting commercial spaces for developing supermarkets, departmental stores and cash carry business.
- Identifying the development opportunities on the areas for growth and prospective market
- Design the plans and framing outwork to meet the goals of the clients and company adhering to legal guidelines and policies
- Developing a comprehensive budget and cash flows
- Liaison with different levels of vendors for interior developments, IT frameworks and FMCG materials procurements
- Handhold the client for initial time to understand business operations and determine areas where automation can be used for improvements, thereby implementing them

**PRIONE BUSINESS SERVICES – AMAZON INDIA, Bangalore**  
**Position – Sales Associate (Blended)**  
**Duration – January 2016 to June 2018**

### **Job Profile:**

#### **Sales Lead**

- Liaise with government authorities and apex houses to design plans of developments for Tier 3 situated sellers (weavers and artisans) and organizing workshops to share and implement the idea of “sell from home” under the Amazon Karigar program
- Recruit and train executives for the team. Designing target achieving roadmaps and growth career plans for them.
- Creating plans of action to boost the online sales for sellers by using Sell on Amazon, Fulfillment By Amazon, Sponsored Ads and Account Management plans.
- Business analysis to derive key metrics of seller’s performance.
- Managing and planning of sales, operations and PL of the program for the regions of West Bengal, Orissa and Chhattisgarh.

#### **Individual Contributor**

- Search and selection of prospective sellers ranging from manufacturers to micro retailers and onboarding them for selling of their products online on Amazon’s website
- Manage end-to-end seller relationship from pitching, negotiation, registration, photoshoot, cataloguing, training, campaign activations, orders tracking-dispatching and troubleshooting problems
- Designing the monthly marketing plan and strategies to engage more number of sellers
- Running pilot programs to bring exclusive sellers of particular categories - tea, healthcare products, electric and hand tools

**C K BIRLA / B. M. BIRLA HEART RESEARCH CENTRE, Kolkata**

**Position – Marketing Executive**

**Duration – March 2014 to December 2015**

**Job Profile:**

- Develop the brand of hospital by penetrating into the areas of Kolkata to managing the HNI Doctors and Patients.
- Liaise with medical advocates like doctors, online platforms, diagnostic clinics and pharmacies for specific required treatments of cardiac patients (Angiography, angioplasty, PPI, CABG & Medical Management)
- Designing and executing public relations activities to promote the organizing at various community related programs (Health Seminars, CME's, Medical Camps and Annual Events)
- In-charge of all the print media activities of organization
- In-charge of patient communication and related end-to-end activities

**BAGRI AGENCIES PVT. LTD. (DEALER OF CORDIS DIVISION, J&J COMPANY), Kolkata**

**Position – Office Assistant**

**Duration – June 2011 to June 2012**

**Job Profile:**

- Liaise between parent company and dealer for monthly inventory, sales reports, marketing plans and activities
- Communicating with the doctors and hospitals to endorsing cardiac supportive devices like Stent, Balloon, Catheter and other cardiac supportive devices
- Supply chain maintenance of "cardiac supportive life saving devices" of the company from the dealers level to hospitals
- Conducting and organizing medical seminars, conference, talk-shows and CSR activities

**SELECTED BUSINESS ACCOMPLISHMENTS**

- Successful in rolling out multi-level procurements plan from FMCG brands like HUL, Colgate Palmolive, Dinshaws, Haldirams, Parle, Patanjali, Milton, & Gala Clean
- Successfully opening 20+ new clusters in areas West Bengal, Orissa and Chattisgarh to create livelihood for the poor weavers and artisans.
- Creating awareness in collaboration with Government of India to revive and sustain the heritage craft industry of India.
- Managed successful projects of onboarding and launching State Brands like Agnimitra Paul, Jaya Mishra, Captain Kyso, Tantuja and Jute Board on Amazon Portal.
- Took initiative of getting the category sellers of Tea and Healthcare products on Amazon.
- Speaker at CII Health Care East 2014 conference - "Digital marketing in Health Care industry"
- Developing green channel express treatment for HNI Patients – Home to Chest Pain Centre

## ACAMEDIC INTERNSHIP

### BERGER PAINTS INDIA LIMITED

**Position:** Intern – Business Developer **Duration:** June 2013 to August 2013

**Project:** Operation Talash

- Scouting the markets of Kolkata to search prospects as per the dealer search criteria
- Connect leads to onboard them as Berger's paint dealers via Stand-alone distributor model, Retailer model, and Kiosk model.
- File quotations and tenders to acquiring government painting contracts

## LINGUISTIC PROFICIENCY

LANGUAGE	READ	WRITE	SPEAK
ENGLISH	Yes	Yes	Yes
HINDI	Yes	Yes	Yes
GUJARATI	No	No	Yes
BENGALI	No	No	Yes

## PERSONAL INFORMATION:

Nationality : Indian  
Date of Birth : 26th December, 1989  
Marital Status : Married  
Hobbies : Travelling, Photography, Watching movies, Cooking and exploring local food.

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References will be provided on request  
Available for relocation to metro cities