

RAKESH PAL

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CAREER OBJECTIVE

Eager to bring my expertise to increase product and service visibility which will help increase brand visibility along with sales and ensure overall efficiency in the capacity of a Marketing professional in a company.

PROFESSIONAL SUMMARY:

- A progressive professional having rich experience as a marketing professional
- Social media marketing enthusiast with hands-on experience in mapping tools.
- Expert in developing marketing programs for a variety of business-to-business clients.
- Proven ability to build new business relationships and new territories.
- Experience in developing business opportunities within existing client bases.
- Good experience with marketing and branding activities and introducing new products.
- Competition Analysis – Ability to analyze and compare a firm's products with that of competitors.

KEY SKILLS – ZOHU SUITE, ADOBE EXPRESS, HUBSPOT, CANVA, MAILCHIMP, CRM SUITE,

PERSONAL QUALITIES

- Strong interpersonal and leadership skills.
- Good analytical and problem-solving skills.
- Self-starter, People management
- Excellent in communication in writing and verbal both

PROFESSIONAL EXPERIENCE

AANA AV ENGINEERING

OCT 2023 –PRESENT

LEAD – MARKETING AND BUSINESS

- Key account communication manual and campaign strategies
- Enable customer servicing touchpoint.
- Led west and north business with success stories
- Exploring new markets and new product development
- Market mapping for b2c vertical
- Sales refresher and training manual
- Email Marketing and template design
- Sourcing and developing supplier's network
- Channel partner training and management, Onboarding vendors

BAUER EQUIPMENT INDIA PVT LTD

JUL 2023 –OCT 2023

SR MANAGER – MARKETING

- Product segmentation, product line extension
- Exploring new opportunities and new product development
- Managing channel sales and servicing
- Sales refresher and capturing key account strategies
- Digitalization and automation of marketing activity.
- Market mapping, Agency coordination and social media analytics
- Refresher and training manual for operators
- Client testimonial and servicing training charter
- Product shoot and catalog management

SR MANAGER – MARKETING AND SALES

- Finding gaps in the market and working on a solution by bringing new products.
- Executing cluster campaigns. Managing channels
- Focused campaigns to support sales team, Handling key accounts and its communication
- Examine the market trends to improve offline marketing activities
- Producing content for social media and cluster activation. Conducting research to understand changing trends
- Preparing Promotion input into the local language, Category development and product line extension
- Manage product quality, design, and overall brand alignment.
- Predict emerging market needs and cost-effective packaging solutions.
- Agency coordination for promotional input, web management, and creative
- BTL activation. Testimonial collection, Industrial cluster presentation, Events and camps for product testing
- Trade fair and local events, liaising with local authority, Managing distribution network and engagement
- Product demonstration and service call training for the team, Representation at trade shows and exhibitions
- Planning and Execution of Branding and marketing activities (BTL), Managing product Line
- Working on promotional material to communicate with various stakeholders.
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- Competitive intelligence –data gathering and compilation, Execution of Branding and marketing activities (BTL)
- Working on promotional material to communicate with various stakeholders.
- Attending and executing trade shows. Managing revenue cycle for zone
- Keeping a tab on competition and actively suggesting trends
- Working on promotional material to communicate with various stakeholders.

POLYRUB PLASTICS PRIVATE LIMITED

MAR 2015 – JAN 2016

SR EXECUTIVE - MARKETING

- New product development research
- Customer relation management, Source, and vendor development
- Client handling in person and via telephone calls and emails.
- Managing events and trade exhibition, Revenue's cycle
- Social media posting, Taking stock of promotion inputs, Market intelligence and competition data
- Getting product catalog, brochures, flyers, and graphic work for events and exhibition
- Project design and prototype flyer, Reporting of key account business and retention

JSK MARKETING PVT LTD

AUG 2012 – FEB 2015

AREA SALES OFFICER

- Market mapping. Product demonstration
- Identifying & and quantifying sources of growth and building plans accordingly
- Distribution of free samples. On-store activation, Getting orders from Retails Stores
- Visiting Retail Stores for the Promotion of Products
- Working on store layout and product visibility, Managing distributors, meeting revenue targets
- Managing relationships with clients and generating sales in the concerned area

CIPLA LTD

OCT 2008 - SEP 2009

EXECUTIVE MARKETING

- Helping product management team with input, Generating sales from core customers.
- Profiling of customers. Gathering competitor's updates. Collecting product-specific information.
- Arranging material for CRM activities and camp. Creating inputs and literature for the sales team.
- Presenting literature and case studies and arranging seminars, Recording testimonials
- Assimilation, analysis, and presentation of market/ industry information and development.
Of new Decision support tools based on the information needs of the Marketing team.
- Planning of various marketing strategies related to advertising, and promotional campaigns.
- And new product launches Coordination with territory distributors. Handling primary and secondary sales

EDUCATION**Bachelor of Commerce –Mumbai University****Master of Management Studies – Mumbai University****PERSONAL DETAILS**

Languages known : English, Hindi and Marathi.