

Kartik Pachoriya

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SUMMARY

I hold a PGDM degree from IMT Ghaziabad, specializing in International Business & Marketing.

My expertise spans across Sales and Marketing, honing skills in client management, high-value deal closures, surpassing sales goals, executing sales campaigns, implementing innovative marketing strategies, and excelling in interpersonal communication and organizational abilities.

My current role has deepened my understanding of consumer behaviour and market trends. Presently, I am seeking collaborative opportunities to extend my contributions to the corporate arena.

EXPERIENCE

Deputy Manager, Sales & Marketing

Exide Industries Limited

May 2023 - Present

- Streamlined billing processes to achieve consistent Primary and Secondary Target compliance for channel partners.
- Adapted sales strategies by analyzing market scenarios and competitor activities, ensuring active market engagement.
- Coordinated cross-functional efforts with the Trade Marketing and Logistics team, fostering strong channel partner relationships.
- Identified and onboarded new channel partners, generating 60 Lakhs per month in sales and expanding market share.
- Provided regular sales performance reports to senior management, ensuring data-driven decision-making and performance improvement.

Marketing Intern

Sprout Media UAE

April 2022 - June 2022

- Created and managed successful online campaigns for UAE-based Sprout Media clients, thereby enhancing their brand presence.
- Utilized social media analysis tools to conduct post-campaign evaluations, shared detailed reports with clients and coordinated with internal teams for timely post-campaign materials.
- Developed engaging Instagram campaigns, that fostered growth in followers and optimized the social media presence of clients.
- Achieved client objectives through strategic planning and execution of effective online campaigns, delivering measurable results.

Marketing Intern

3SR Consultancy

July 2020 - June 2021

- Coordinated with internal teams to achieve seamless campaign launches, ensuring timely delivery of essential campaign materials.
 - Executed client webinars with efficiency, meeting unique requirements and delivering quick turnaround times to achieve high client satisfaction.
 - Successfully handled customer onboarding through Email and SMS marketing, significantly expanding the organization's client base.
 - Achieved client acquisition and retention goals by planning and executing effective onboarding strategies.
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Sales and Marketing Intern

Hyundai Techno Automobile, Delhi

May 2019 - July 2019

- Executed regional sales initiatives for Hyundai, employing comprehensive planning and cross-media promotions to boost brand visibility and sales.
- Cultivated client relationships through effective onboarding and clear communication, enhancing customer understanding of Hyundai's offerings.
- Collaborated with the delivery team to plan and execute successful sales campaigns, optimizing revenue and customer satisfaction.

PROJECTS

Academic Project

Nutripure • October 2022 - December 2022

- Executed a strategic digital marketing plan for the brand, resulting in a comprehensive understanding of the company's market share.
 - Planned and organized digital marketing efforts to enhance brand's market presence and drive business growth.
 - Accomplished market share analysis, guiding strategic decisions for the brand's future marketing initiatives.
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Short Term Project

The Babybo • October 2021 - November 2021

- Managed regional B2B and B2C sales operations, achieving enhanced efficiency through effective planning and execution.
- Accomplished client onboarding by imparting comprehensive product knowledge, contributing to increased customer satisfaction.
- Achieved successful sales campaigns through collaborative efforts with the delivery team, gathering valuable customer feedback to shape effective strategies.

EDUCATION

Post Graduate Diploma in Management (PGDM)

IMT • Ghaziabad • 2023

Bachelor of Business Administration (BBA)

Amity University • Noida • 2020

CERTIFICATIONS

Introduction to Social Media Marketing

Meta • 2023

Foundations of Digital Marketing and E-commerce

Google • 2023

DISRUPTIVE STRATEGY

Harvard Business School • 2023

Amity School of Foreign Languages Certificate (French)

Amity University • 2020

INVOLVEMENT

Member

IMT Dubai • Media and PR Committee • January 2022 - December 2022

SKILLS

MS Office • Google Analytics • Content Creation • SEO • Social Media Marketing • Canva • Leadership • Team Management.

LANGUAGES

English • Hindi