



SHUBHANGI SINHA

+49 15175475465

Shubhangimanage09@gmail.com
Boeblingen, Germany

OBJECTIVE

A marketing professional willing to work in an environment offering opportunities to learn and grow

CERTIFICATIONS

The Strategy Academy – Calcutta India - Business and Cultural Transformation Program

SKILLS

Digital Marketing: Experience in Social Media marketing

Microsoft Project and Office expert

Content Development: 4 years of experience

Branding & Communication

Management: 4 years of experience

Event Management/Emcee – 2 Years of experience

Customer Interactions: extensive working experience with Customers

EXPERIENCE – 8 years of experience working in Argo chemical business

RALLIS INDIA LIMITED.

Designation: Product Development Manager

Location: Bangalore, India

Duration: July 2017 – March 2019

BASF INDIA LIMITED.

6 years of experience

Designation: Brand and Portfolio Manager

Location: Mumbai, India

Duration: January 2015 – March 2017

Designation: Field Marketing Manager

Location: Pune, India

Duration: April 2013 – December 2014

Designation: R&D Specialist

Location: Nagpur, India

Duration: May 2011 – March 2013

EXPERIENCE CHRONOLOGY:

Organization: Rallis India Limited

Product Development Manager

Operational Area: India

Roles and Responsibilities

- Responsible for Fungicide Portfolio business. New Product Launch and marketing strategy in competitive Indian Agrochemical market.
- Developing Brand roadmap for Rallis and Co-Marketed brands for sustainable business growth.
- Designing Product Campaigns and driving end to end execution of the campaign
- Designing communication and feedback mechanism for Rallis Business Partners (Sales Channels)
- Conducting Market Research Surveys for customer and Channel partners to get insights and feedback on product Campaigns.

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Organization BASF India Limited

Brand Manager

Operational Area: India and Srilanka

Roles and Responsibilities:

- Introduced 3 new product offering to customers in 2 years with high success rate.
- Worked with cross functional teams like R&D, supply chain for product Life cycle management and Asset management.
- Actively worked with Region and Global product teams to drive global product strategy for the country.
- Worked on Customer and Market need gap analysis for opportunities of business growth.
- Driven market research initiatives to understand the market scenario and the way forward
- Acquiring in-depth knowledge of competitor products, technical and marketing parameters.
- Designed Product campaigns and driving execution and developing key promotional inputs.
- Co-ordinated and work with Third Party Company leads for possible sales generation.

BASF India Limited, Pune, Maharashtra

Marketing Manager

Operational Area: West India

Roles and Responsibilities:

- Driving product strategy at business unit level by preparing working document and activity plan.
- Coordinate with sales team for communication/promotional activities (ATL & BTL both)
- Understanding the food value chain for F&V in western India to complement the product strategy.
- Developing relations with research institutes in the dynamic business also negotiations and coordination with service providers/ agencies/designers and Institutional bodies
- Complement market development activities by successful execution of call center activities and create additional touch point for the customers
- Driving new product launch, establishment and bring out key insights for next season.

BASF India Ltd Nagpur, Maharashtra

R&D Specialist

Operational Area: South Maharashtra

May 2011 – March 2013

Roles and Responsibilities:

- Finding new product fitment through multi location trails, analyzing the product performance under different conditions and propose the best results.
- Finding the Unique Value Propositions for the new products
- Knowledge building in the sales team by providing solutions to product queries.

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EDUCATION

- **National Institute of Agricultural Extension Management (MANAGE) Hyderabad, Telangana.**
Master's Degree - MBA Agri Business Management
CGPA 7.8 – May 2009 to March 2011
- **Institute of Agricultural Sciences, Banaras Hindu University, Varanasi, Uttar Pradesh**
Bachelor's Degree – BSC Agriculture
CGPA 8.4 – May 2005 to March 2009

HOBBIES AND INTERESTS

- Love travelling, seeing new places and meeting new people
- Like blogging and reading inspirational books
- Like to watch good movies
- Like playing badminton and Volleyball

LANGUAGES

English: Native

Hindi: Native

German: Beginner - A1 Level

CAREER HIGHLIGHTS

- Hosted Annual Awards function for Business Partners for Rallis India Limited (2017-2018)
- Project Review Manager – Appreciation for driving India marketing team to review and align all new product launch projects as per the country strategy and global guidelines. (2016 -17)
- Launch Excellence Project Lead – Recognized for bringing product launch ownership among cross function teams and enabling Microsoft Project usage by all stakeholders. (2016-17)
- Rated among Top 20% Outstanding Performer in the organization for the year (2015)
- BASF Annual Award for execution excellence by a team (Best Product Launch Campaign by Marketing team) (2015)
- Working on strategic project team for behavioral excellence in the organization (2014)

PERSONAL DETAILS

- Date of Birth - 26th February 1986
Personnel Skills - Highly Professional and Result oriented. Creative person with a knack for learning and adapting quickly. Good people skills as well as communication and presentation skills.
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