

Resume- Senior Sales and Marketing Engineer

SOYAB SHAIKH

Current Location: Mumbai

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Date of Birth: 23/06/1990



Career Summary

- Top-ranked sales and marketing professional with 4.5 years record of success with in the manufacturing industry
- Current designation: Sr. Sales and Marketing Engineer working with VT Corp Pvt. Ltd.
- Key Skills: Adept at building a strong bond with each prospect and customer - from lead generation to close and beyond - through consultative, solution-based approach
- Highly experienced in interacting with top management and decision maker stakeholders line CEO/MD and head of departments.
- Handling all Marketing activities like exhibitions, online campaigns, print media etc.
- Management of customer relationship in various industries like Food and Beverages, sugar, fertilizer, HVAC, Cement, Chemical Industry.
- Completed 6 Month of In plant training at L & T : In Switchgear design & Development Center Successfully done project in MCCB & Low voltage circuit breaker
- Highest Degree: BE (Production) passed with First Class Distinction.11th rank In Mumbai University.

Effective Key Skills

- Excellent communication, written and negotiating skills that help convince customers to buy the products and close sales deal.
- Ability to deliver relevant and true information. Brilliant presentation skills that help demonstrate the qualities of a product effectively to consumers.
- Willingness to travel as per the requirements.
- Ability to conduct surveys, compute data and draw conclusions using statistical tools to understand changes in market trends.
- A keen analyst, highly skilled in market forecasting, quick to identify & formulate strategies to exploit business opportunities.

Achievements

- Achieved 12 % over the year business in FY 2015 -20016 & 20 % in FY 2016-2017.
- Event Head in FOOD-TEC 2014/PacEx2016/GrainEX2017/RiceTec-2017 exhibitions.
- Got Best Product Display Award In Ankleshwar Industrial Exhibition Jan-2017.
- Top rated performer within Sales & Marketing team.
- Cricket captain in intercollege competition.

Work Experience

Larsen & Tourbo Limited: In plant Trainee (November 2012-April 2013)

- Project Title-1: Market Research and Improvement in new MCCB breaker and switchgear
- Project Title-2: Improvement on Tripping system of low voltage and High voltage Circuit breakers. Starting range from 10 A To 1400A. Models on which I have work DN3-400A (3 Pole, 4 Pole Thermal and Magnetic), DN3-600A (3, 4 Poles Thermal and Magnetic), MTX-400A (Only thermal 3 & 4 poles).

Kruger ventilation Pvt ltd.

Graduate Engineer Trainee (June 2013 to August 2014)-Sales Engineer

Responsible for giving technical description about HVAC product, selling blowers and ventilation products various companies and to new upcoming Projects.

- Contacting Consultant and contractors for giving technical description.
- Listening to customer requirements and presenting appropriately to make sales
- Maintaining and developing relationships with existing customers in person via calls and mails
- Cold calling to arrange meetings with consultant and contractors to prospect for new business
- Responding to incoming mails and phone queries
- Acting as a contact between a company and its existing and potential markets
- Negotiating the terms of agreement and closing sales
- Gathering market and competitors information
- Reviewing your own sales performance, aiming to meet or exceed targets

VT CORP PVT LTD.

Senior Engineer-Sales & Marketing (September 2014 to Till Date)

Responsible for selling the Packing Machine, Weigh Feeders, Roto-Packers, Jumbo Machine. Responding to clients' queries, and providing advice and support on a range of product related issues.

- Travelling to visit potential clients for promoting new and existing machine range
- Visiting all big food, Cement, wall putty companies', processing mill's owner and decision maker to suggest new packing solutions.
- Preparing presentation for corporate clients, individual client, and solving there all quires related to product. Preparing and presenting potential cost benefit analysis to potential clients.
- Generating new potential leads and maintaining data in CRM. Taking follow ups with proper updates.
- Showing machine demo and suggesting suitable machine to their products.
- Preparing Techno-Commercial Proposals as per client's technical specification.
- Negotiating on price, Payment terms, delivery and specifications with buyers
- Responsible to increase market cover of the company and awareness about product range.
- Attending trade fairs, exhibitions and conferences to promote brands and Handling all activity from Stall selection, designing, flex designing, Machine placement.
- Promoting new launch products through mass email marketing and whatsapp. Subscribing monthly and annual ads in industrial magazines.
- Helping in online marketing for online campaigns (Google Adwords). Posting our product videos on YouTube, pictures and blogs on India-Mart.
- Doing market research for new launch machine of competitor's And Developing Strategy for generating new reference.
- Coordinating with production and operation team to ensure on time delivery of machines.
- Submitting weekly & monthly Reports on sales performance.

Computer skills and Course

- Microsoft Office 2010, Microsoft Power point, Proficient in excel,
- Pro-E Course Advance Training Institute, Govt. of India, Ministry of Labour & Employment, Mumbai: Part Modeling, Surface Modeling, Drafting Modeling and Assembly Modeling

Academia

- (B.E) in Production Engineering from Shivajirao Jondhale college of engineering Dombivali, Thane in year 2013 securing First Class with Distinction a score of 76%
- Higher Secondary passed from BSES Junior college of science ,Dahanu, Thane , Maharashtra Board with 57% marks
- Secondary school. from P. A. Bhise Vidyalaya Kasa, Dahanu, Thane Maharashtra Board with 67% marks

Life beyond work

- Enjoy travelling ,Talking to new people and making friends
- Hobbies - Listening to music, cycling and swimming
- Surfing the internet

Personal details:

Marital Status: Single

Languages Known: English, Hindi & Marathi

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Mira-Road East, Thane, Maharashtra 417107.India
