

B-21 Mulund Kunj Sarita CHS, Indraprastha Park, Mulund East Mumbai 400081

## Objective

4.5 years (1.5 years of experience in international sales) of experience in sales & marketing and international business. I possess immaculate written and verbal communication skills. Effective at engaging with stakeholders. Good in market research with excellent analytical skills.

## Skills & Abilities

- Experience in handling channel sales, distributors, Below the line activities
- Sales strategy, Marketing strategy, International marketing strategies, Market research, Team management
- Digital Marketing: SEO, SEM, Ad words, Google Analytics, Technical blogs, Infographics
- International Standards IEC knowledge 62305: Lightning Protection Standards, IEC 62561, IEC 61643-11.

## Experience

### **SALES & MARKETING ELPS |INTERNATIONAL BUSINESS DIVISION- RAYCHEM RPG PVT LTD | FEB 2017- CURRENT**

- Handling clients mainly in the Gulf region (Oman, UAE, Bahrain)
- Handling channel sales, key distributors in UAE
- Handling Electrical contractor, Consultants
- Consultants & utility approvals: Received Two consultants' approvals & two utility approval
- Below the line activity for surge protection devices
- Technical Presentation (ELPS & Surge Protectors), product compliance to consultants
- Market analysis & strategy formulation for Lighting protection solutions
- Explored vendors for surge protection devices & free-standing air terminal.
- Marketing Activities: Revamped product video, Risk assessment software, Consultants meet, Technical blogs, Product posting, Virtual Reality, Infographics
- Domain Expertise: Electrical industry, Solar industry, Panel Industry, Earthing & Lighting Protection (Design & Installation), Surge Protection Devices

### **SALES ENGINEER | DVG ENGINEER PVT LTD | MAY 2013-APRIL 2015**

- Responsible for direct sales of Energy meters (ABT meters, Three phase meters) & Hazardous area motors, Three phase motors, UPS.
- Bagged orders for open access and Energy meters worth INR 1.05Cr.
- Executed Open Access projects for customers above load capacity 1MVA
- Revenue maximization & customer segmentation & targeting strategy (Power traders)

### **RELATIONSHIP MANAGER| VASHI ELECTRICALS PVT LTD | JUNE 2012-APRIL 2013**

- Responsible for sales of Electrical products like Motors, Wire & Cables, Lighting, Switchgear, Gearbox
- Market segment: Electrical contractors, OEM & panel builders

## Internship

### COLGATE PALMOLIVE | SEPT 2016

- Market research for Vedshakti (Ayurveda) and Plax Mouthwash
- Understanding brand perception in the Mouthwash category: Colgate Plax
- BCG Matrix analysis of product portfolio

### IIFL| MAY 2016-JULY 2016

- Primary market research of financial products
- Competitors Analysis
- Market Penetration strategy

## Education

### MMS MARKETING | JUNE 2017 | K J SOMAIYA INSTITUTE OF MANAGEMENT STUDIES

- CGPA: 7.5
- First Class

Master Thesis: Future of streaming media

### BACHELOR OF ENGINEERING E&T| SEP 2010 | SMT INDIRA GANDHI COLLEGE OF ENGINEERING

- Aggregate: 64%
- First Class

### DIPLOMA IN INDUSTRIAL ELECTRONICS| AUG 2007 | SHREE RAM POLYTECHNIC

- Percentage: 73.31%
- First Class

## Certifications

- Google Analytics
- Solar Market and Installation

## Knowledge

- Salesforce: Sales data analysis, formulating & reporting
- SAP ERP
- MS Excel: Advanced Excel, MS PowerPoint
- Google AdWords

## Interests

- Reading (Non-fictions) Science, History, Business, biography
- Traveling: Explore different places, cuisine, culture
- Music

Language: English, German, Marathi, Hindi

Date of birth: 04/10/1988

References: Available on request