

BHUMIKA RATHOD



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CAREER OBJECTIVE

Being a committed team player, want to be a part of a renowned organization, to contribute towards the growth of the Organization, based on my expertise and to further my personal capabilities by learning from the new exposure within the structured framework of the organization.

SYNOPSIS

Young, energetic & result oriented professional with **1 year & 2 months** of hands on experience in **Sales & Marketing**; good communicator with good relationship management skills with the ability to relate to people at any level of business and management; Multi tasking ability to sketch the plan, prioritize the work and manage the complex projects under the given time frame.

CORE COMPETENCIES

- ☞ Marketing Communication (Internal and External)
- ☞ Documentation
- ☞ Tender Handling
- ☞ Marketing coordination

CAREER HIGHLIGHTS

BGI ENGITECH PVT. LTD.

May 2012 – Till Date

Marketing Executive Corporate - India

BGI Engitech Pvt. Ltd, India is an Indian company which is a **wholly owned subsidiary** of BG Ilanit Gates & Urban Elements Pvt. Ltd, Israel. The company offers a line of solutions suitable for military and civilian needs, and has over 30 years of knowledge and experience in the field of providing security solutions, which enables it to supply products and services to the highest international standards.

Responsibilities

Key Responsibilities:

- To ensure brand visibility by proper utilization of marketing resources.
- Documentation. (Technical Datasheets, Tender Documents, Letters, Draft, etc.)
- Acting as a Single Window for marketing and pricing.
- Providing feedback for all marketing activities to our Headquarters, Israel.
- Organizing activities- Exhibitions and India mart.

- Looking the proper & efficient way of execution of Promotional activities with the help of hired agencies (advertising agencies, media planning agencies, Tender agency).
- To work closely with sales & service, customer relations and the various divisions in the area, aiding them in their activities as well as problem solving approach.
- Market Research: Constant up gradation of self and team by continuous study of the market- the industry, competition, brands- global, domestic and local.
- Regular Updating of progress Report to the head quarters.

PROFESSIONAL QUALIFICATION

- M.B.A. from Gujarat University in 2012 with **3.3 GPA**.
- B.B.A From Gujarat University in 2010 with **67.57 %**
- H.S.C from Gujarat Board in 2007 with **83.57 %**
- S.S.C from Gujarat Board in 2005 with **83.43 %**

COMPUTER SKILLS:

Computer Fundamentals Ms Office including MS Excel, Ms Word & MS Power Point Well versed with Internet & E – mail communication.

PROJECTS UNDERTAKEN

- Project report on **PRODUCTION OF GLASS MOSAIC**
- Marketing Project report on **RETAILING OF INTERNET SERVICES**
- Project Report on **FINANCIAL FEASIBILITY OF AYURVEDIC MEDICINE**
- A Research Project on **SATISFACTION LEVEL OF COURIER SERVICE USERS** (business enterprises)
- Report on **FOREIGN EXCHANGE: LETTER OF CREDIT** at Bank of Baroda
- Report on **MARKETING STRATEGY OF BGI ENGITECH PVT. LTD. IN INDIA** at BGI Engitech Pvt. Ltd.

PERSONAL DETAIL

Permanent Address : Plot No. 27, Meghdoot Society, RTO Road, Bhavnagar, Gujarat
Pune Address : Z101, Cosmos, Magarpatta city, Hadapsar, Pune-411028
Date of Birth : 4th November, 1989
Marital Status : Single
Strengths : Confident, Quick Learner, Optimist
Languages Known : English, Hindi, Gujarati.

Place: Ahmedabad

(BHUMIKA RATHOD)
