



INDRASEN MOHANRAO MANE

MARKETING EXECUTIVE

CONTACT



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CAREER SUMMERY

Seeking a position to utilize my skills and abilities in a reputed company that offers learning and professional growth while being resourceful, innovative, and flexible.

EDUCATION

M.B.A (MARKETING)
SANJAY GHODAWAT UNIVERSITY
INDIA. 2020

B.C.A
BHARTI VIDHYAPEETH UNIVERSITY
PUNE INDIA. 2018

H.S.C (SCIENCE)
T.K.M.A WARNANAGAR INDIA. 2011

S.S.C
T.K.M.A WARNANAGAR INDIA. 2009

LANGUAGE

ENGLISH



HINDI



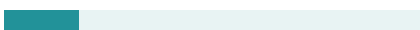
MARATHI



KANNADA



ARABIC



EXPERIENCE

MARKETING EXECUTIVE
DANUBE GROUP U.A.E NOVEMBER 2022 -

ROLES & RESPONSIBILITIES

- Contributing ideas to marketing campaigns.
- Brand building.
- Run promotional activities.
- Advertising.
- Conducting research and analyzing data to identify and define audiences.
- Compiling, distributing, and presenting ideas, information, and strategies.
- Coordinating promotional activities & events.
- Content creation.
- Monitoring budgets.
- Managing social media campaigns. & SMS activities.
- Monitoring the performance of marketing campaigns.
- Sort and distribute correspondence as soon as possible.
- Ensure information is accurate and valid by creating and updating records.
- Plan and schedule meetings and appointments

MARKETING EXECUTIVE
NITSHAW WOOD PANEL & SURFACE
TECHNOLOGIES PVT LTD BENGALURU (INDIA)
AUGUST 2021 TO OCTOBER 2022

ROLES & RESPONSIBILITIES

- Content Research for social media platforms Advertisements.
- Posting content on social media platforms.
- Running magazine & online advertisement.
- Running Email Marketing activities.
- Running newsletters ensuring social media engagement.
- Events management public relations & promotion all the above activities generate High-Quality Leads.
- CRM Updates & reporting developing growth strategy.
- Conducting customer & market research. In-house seminars and demos.
- Cold calling & customer meetings.
- Analyze data from shipping and delivering processes to find bottlenecks and other issues.
- Maintain supply chain inventory and records.
- Developing and executing the trade marketing plan in line with sales and marketing objectives and managing the trade marketing budget.
- Leading and implementing channel-specific marketing strategies and plans for assigned retailers.

TECHNICAL SKILLS

- PROGRAMMING LANGUAGES.
- COMMON OPERATING SYSTEMS.
- SOFTWARE PROFICIENCY.
- PROJECT MANAGEMENT.
- DATA ANALYSIS AND BUSINESS INTELLIGENCE.
- SOCIAL MEDIA EXPERTISE.
- SALES FORCE.
- LEAD SQUARE.

PROFESSIONAL SKILLS

- LEADERSHIP.
- DIGITAL MARKETING.
- MICROSOFT OFFICE.
- EVENT MANAGEMENT.
- GOOD CONVINCING SKILLS.
- PUBLIC SPEAKING.
- PROJECT MANAGEMENT.
- PROBLEM-SOLVING SKILL.
- TEAM BUILDING & TEAM HANDLING ABILITY.

BUSINESS DEVELOPMENT ASSOCIATE BYJU'S LEARNING APPLICATION. BENGALURU (INDIA) FEBRUARY 2021 TO MAY 2021

ROLES & RESPONSIBILITIES

- Conducting market research and identifying potential clients.
- Cultivating strong relationships with new clients, while maintaining existing client relationships.
- Collating and maintaining client information in the CRM database.
- Working closely with staff across departments to implement growth strategies.
- Developing and implementing sales strategies, client service, and retention plans,
- and analyzing sales data to inform or update marketing strategies.
- Ability to manage multiple projects concurrently and meet deadlines.
- Identify new business opportunities and partners.
- Demonstrate strong interpersonal skills with the ability to engage effectively with
- various levels of management, staff, and clients.

MARKETING TRAINEE GHODAWAT FOODS INTERNATIONAL PVT LTD INDIA JUNE 2020 TO JANUARY 2021

ROLES & RESPONSIBILITIES

- Conducting market research and identifying potential clients.
- Identify the needs & wants of customers.
- Develop a marketing plan. Product development.
- Price engineering.
- Standardization & grading.
- Packing & labeling.
- Brand management.
- Develop & manage digital marketing campaigns.
- manage the organization's websites.
- Optimize content for the website and social networking challenges such as (Facebook, Twitter, Instagram & LinkedIn) track the website traffic flow & provide internal reports regularly.
- Launch networking events & product promotional activities. Identify new digital marketing
- trends and ensure that the brand is in front of the industry development.
- Promote the company's products and services in the digital space.

CERTIFICATION COURSES

- Participated in National Immersion Program at IIM, Tiruchirappalli.
- Participated in National Immersion Program at SIBM, Pune.
- To secure a certificate of Amazon Trained E-Commerce Specialist.
- Successfully Completed certification of Expert of Digital Marketing course from Digiperform institute Bengaluru.
- Successfully completed Google Ads Certification courses.
- Successfully completed certification of Google Analytics for beginners from Google Analytics Academy.
- Successfully completed Advance Google Analytics certification from Google Analytics Academy.
- Successfully completed Google Analytics certification for Power Users from Google Analytics Academy.
- Successfully completed FMCG Virtual Summit 2020 organized by The Economic Times.
- To secure First Rank in State Level Quiz Competition organized by Kasturba Walchand College, Sangli.
- To secure Second Rank in State Level Quiz Competition organized by Chintamanrao College of Commerce, Sangli.

EXTRA CURRICULAR ACTIVITIES

- Participated in State Level Football Competition Organized by Sports Authority of India (S.A.I.) in the Year 2009 at Yavatmal (Maharashtra).
- Participated in National Level Football Competition Organized by Sports Authority of India (S.A.I.) in the Year 2011 at Balewadi, Pune (Maharashtra).
- Participated in Inter-university Football Competition.
- Participated in Inter-university Basketball Competition.
- Participated in Inter-university Volleyball Competition.

PROJECT DETAILS

PROJECT NAME:

INDIAN BEVERAGE INDUSTRY PRESENT SCENARIO AND MARKET PROJECTIONS BY 2025.

Objectives:

To analyze the present scenario of all the players in the beverage industry based on marketing aspects. To forecast the cells in quantity based on past data and presently it is too forecasted up to 2025.

DECLARATION

I hereby declare that all the above information is true to the best of my knowledge

Indrasen Mohanrao Mane.