

RASHMIKA TIKU

MBA (Symbiosis International University, India), B.Tech (Mumbai University, India)
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I'm a motivated and self-driven professional having accumulated global work experience and a flexible personality. Having worked in the domain of sales and business development in varied sectors, I have adept knowledge of developing and implementing new business opportunities for an organization, combined with exceptional communication and analytical skills. I consistently aim to push revenue expectations and exceed goals. Pragmatic and results oriented, I focus on achieving and exceeding the performance expectations related to the products and services of an organization. I'm seeking a challenging environment wherein I can optimize my skill set to gain strong leadership experience and expertise in the FMCG industry. Having an adaptive and inquisitive personality, I thrive in environments working with a diverse ethnic and cultural background.

WORK EXPERIENCE

Business Development Officer – Consumer Products

June 2019 – January 2023

Cormart Nigeria Limited (TGI Group), Nigeria

Work Profile & Responsibilities

- Building and maintaining solid relationships with company stakeholders and customers.
- Analyzing portfolios of company's consumer products to identify new business opportunities.
- Providing insight into product development and competitive positioning for new consumer products.
- Supporting the launch of new products in the market.
- Analyzing consumer feedback and data to determine how customers are using our products and services.
- Respond to queries and criticism from clients as regards the company's products.

Key Achievements

- Launched a range of products in the fabric care, kitchen care, personal hygiene & safety, and home hygiene segment for the Nigerian market.
- Worked closely with R&D during product development to ensure the products met market needs.
- Analyzed existing and potential markets to identify and secure business development opportunities.
- Established key partnerships with clients for consumer product portfolio.

Demand Manager – Corporate Sales

February 2018 – May 2019

OYO Hotels and Homes Private Limited, India

Work Profile & Responsibilities

- To sign up, build and sustain corporate base for distribution expansion.
- Drive sales aggressively and ensure achievement of targets month on month.
- Maintain monthly sales tracker and execute market site visits.
- Building new avenues for growth and sustaining the existing ones.
- Demand forecasting and analysis, drive sales statically keeping in view of competitive analysis.
- Responsible for ensuring timely collection from partners in coordination with finance.

Key Achievements

- Built and maintained a portfolio of 60 key accounts across FMCG, Automotive, Financial and Pharma sector.
- Achieved 100% quarter-on-quarter growth from sustainable channels.

Marketing Manager
ND Art World Pvt Ltd, India

May 2016 – January 2018

Work Profile & Responsibilities

- Coordinating marketing strategies with the sales, financial and public relations department of the organization.
- Generating new business leads.
- Analyzing market trends and preparing sales forecasts.
- Increasing brand awareness and market share.
- Promoting the brand at exhibitions and major industry-related events.
- Monitoring marketing strategies and trends.

Key Achievements

- Enhanced brand awareness and partnerships within the Indian media industry.
- Established business opportunities thereby led to an increased annual revenue.

EDUCATION

Symbiosis Institute of International Business, India
MBA, Energy and Environment

2014 – 2016

KJ Somaiya Institute of Engineering & Information Technology, India
B.Tech, Electronics Engineering

2009 – 2013

SKILLS

- New Business Development
- Strategic Planning and Alliances
- Market Research
- Strategic Selling
- Consumer Feedback Analysis
- Business Intelligence
- New Market Development
- MS-Office

CERTIFICATIONS

- The Fundamentals of Digital Marketing by Google

CONTACT INFORMATION

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REFERENCES

Available on request.