



Samir Budhwani

Director – Marketing, Sales & Finance

Location

Currently at Sharjah – Dubai
From Pune, India

Contact Details

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Email ID

skjasamir@hotmail.com

Education Qualification From Pune University

- Masters of Commerce – Apr 2015
- Diploma in Taxation Law – Apr 2011
- Bachelor of Commerce – Apr 2010

Skills

- New Business Development ★★★★★
- Vendor Management ★★★★★
- Customer / Contract Negotiation ★★★★★
- Traditional Marketing Strategies ★★★★★

Interests

- Reading
- Travelling
- Exploring

Professional Summary

Marketing, Sales and Finance Leader with a proven track record of driving growth and financial success. 12+ years of experience in beverage, FMCG, plastic processing industry delivering sales of 70+ lacs. A thorough understanding of operations and operations of distribution networks as well as dealing with customer negotiations. Detail-oriented, attentive, decisive, results-oriented and collaborative professional bringing expertise in sales and marketing.

Work History

Director – Marketing & Sales

Akay Agencies

Pune – July 2016 – Current

- Utilized detailed market research, specific population demographics to identify product target markets and implemented product differentiation strategy.
- Developed and implemented B2B marketing strategy and overall communication plans.
- Conducted market research from time to time to meet requirements of changing needs of the market.
- Used mechanism to retain customers by offering promotional offers.
- Oversaw budgets, internal billings and accounting.

Manager – Marketing & Sales

Akay Agencies

Pune – April 2013 to June 2016

- Executed marketing strategies, acquired new customers and discovered new sales routes.

Coordinator – Marketing & Sales

Akay Agencies

Pune – April 2011 to March 2013

- Assisted seniors with research, customer meets and customer service.
- Presented ground reports, research and client feedback to the seniors.

Finance Qualification

From ICAI (The Institute of Chartered Accountants of India)

- CA Intermediate Group 1 Course Certification
- ATC Course Certification

Finance Experience

- 12+ years of managing the family equity portfolio & business accounting