



Samir Budhwani

📍 Pune, 411001 (IN)

✉ skjasamir@hotmail.com

☎ +91-9823112079

Skills

New Business
Development

Vendor Management

Customer / Contract
Negotiation

Traditional Marketing
Strategies

Professional Summary

Marketing leader with 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.

Employment History

Director – Marketing & Sales, Akay Agencies. Pune, Maharashtra

Jul. 2016 - Present

- 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, Maharashtra

Apr. 2013 - Jun. 2016

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

Coordinator – Marketing & Sales, Akay Agencies. Pune, Maharashtra

Apr. 2011 - Mar. 2013

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

Education

Pune University, Pune, Maharashtra

Masters of Commerce , Apr. 2015

Pune University, Pune, Maharashtra

Diploma in Taxation Law , Apr. 2011

Pune University, Pune, Maharashtra

Bachelor of Commerce , Apr. 2010