

USHA SALVE

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CAREER SUMMARY

Experienced sales and marketing professional | 8+ years of B2B & B2C marketing experience | Track record of meeting or exceeding sales target | Key accounts management | New business Development | Designing and implementing marketing strategies | Market research | Competitor analysis | Digital Marketing enthusiast | Certified expert in social media campaigns, SEO, Google ads, content marketing, AI content expert | Canva Designer | Effective communication and team management skills

WORK EXPERIENCE

Marketing Manager

Sattvic Culture Agro Foods, Dubai

February 2023 - Present

- Develop and execute social media ad campaigns to attract new clients and increase brand visibility
- New client acquisition for B2B business
- Create engaging and informative content including blog posts, articles, social media updates and marketing materials
- Analyze market trends and competitors activities to facilitate marketing strategies/plan
- Create visually appealing content using Canva
- Managing Ecommerce business of the company like product listing, order management, shipping, customer service
- Provide creative direction for the production of online and offline marketing assets, graphic designs, videos

Marketing Manager

Bukhowa Investment (Food Division), Bahrain

March 2021 - Dec 2022

- Develop yearly marketing campaigns to support key initiatives, new launches, promotions and events for franchise of Subway, Pizza Hut and Planet Smoothie.
- Partner with the MENA Regional team on the product & innovation calendar and to influence and shape the future innovation for the local consumer & customer
- Run social media ads (Facebook & Instagram) for the promotion of marketing campaigns
- Launched and managed social media accounts
- Write and proofread creative copy
- Analyze campaign performance to identify areas of improvement and optimize strategies to maximize ROI
- Organize events and product exhibitions
- Engage with team and varied stakeholders across the organization to understand needs, capture ideas, and help the organization be creative, thoughtful, and effective around marketing efforts

Assistant Marketing Manager

Falcon Global General Trading LLC, Dubai

April 2017 - March 2018

- Work with marketing manager to prepare marketing and advertising strategies, plans and organizing promotional campaigns.
- Prepare Yearly Event promotion calendar.
- Tracks product line sales and costs by analyzing sales, expense, and new business data..
- Keeps promotional materials ready by coordinating with graphics department, inventorying stock, placing orders, verifying receipt.
- Researches competitive products by identifying and evaluating product characteristics, market share, pricing and advertising, maintaining research databases
- Handle and develop customer relationships through customer visits
- Supports sales staff by providing sales data, market trends, forecasts, account analyses, new product information.
- Responding to complaints from customers and give after-sales support when requested.

Territory Lead – Sales and Marketing
January 2015 – Feb 2017

Dow Chemical India Pvt. Ltd., Pune India

- Achieving targeted sales of the products
- Planning and implementation of innovative marketing strategies for products to maximize market share
- Sales Forecasting
- Conducting regional marketing campaigns for new product launch and to promote existing business
- Planning and designing of advertising and promotional activities using printed, electronic media, internet and other innovative means
- Conducting detailed market study/research to analyze the latest market trends and tracking competitor activities and providing valuable inputs to fine-tune the Go-To-Market strategies.
- Organizing field level meeting to create awareness at grass root level and providing training to the various stakeholders
- Trade channel management

Assistant Manager – Marketing
April 2013 - December 2014

PMV Nutrient Products Pvt. Ltd, Delhi India

- Handle B2B sales, marketing, sales promotions, advertising and client relations.
- Manage key accounts of the company like Danone India, Cadbury, GlaxoSmithKline (GSK), Nestle, Tata Coffee etc. for corporate sales
- Manage customer centric operations and ensuring customer satisfaction by achieving delivery and service quality norms.
- New client acquisition.
- Monitor timelines of sample submissions, product shipments and invoices
- Manage customer complaints

Internships

1) Bayer Crop Sciences

Summer Intern

April 2012 to June 2012

Project title - Scope of Hybridization in Pigeon pea and business opportunity in India

2) Live project - Philips India

June 2012 to August 2012

Project title - Customer Delight for low and high involvement products

EDUCATION

Post Graduate Diploma in Agri Business Management (PGDABM)

National Institute of Agriculture Marketing
2011 - 2013

B.Sc Agricultural Biotechnology

Marathwada Agriculture University
2007-2011

ACHIEVEMENTS

- Best performer in divisional team
- Received award for successfully launching product in new market
- 32% of sales growth in assigned market cluster compare to last year

CERTIFICATIONS

- Digital Scholar Digital Marketing Program - Facebook & Instagram Ads, Google Ads, SEO, Landing Page, AI Content Expert, GMB Expert, SEM Rush certifications in SEO