

S Digvijai Srinag Sai

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Consummate professional seeking management position in Marketing / Business Development with a leading organization

Profile Summary

A Competent professional with over 2 years 4 months' experience in:

- ~ Marketing Operations
- ~ Brand Management
- ~ Channel Management
- ~ Event Management
- ~ Sales Management
- ~ Business Development
- ~ Recruiting
- ~ BTL Marketing
- ~ Market Research

- ✚ Skilled in handling pricing strategies, competitor & market analysis, new product roll-out and targeted marketing
- ✚ Expertise in managing development & implementation of promotion plans and handling communication for brands including all above the line and below the line activities.
- ✚ An effective communicator & team leader with strong analytical, problem solving & organizational abilities

Organizational Experience

AMARARAJA BATTERIES LIMITED [Marketing Executive] – Hyderabad, Telangana

04/07/2019 – Present

- ✚ Monitors and implementation of distribution and promotional programs.
- ✚ Provides direction for franchisee changes / restructuring of franchisee territories.
- ✚ Organize and attend events such as conferences, seminars and exhibitions
- ✚ Ensures proper investments and control on franchisee operations.
- ✚ Monitoring & review of Marketing, Sales and Customer feedback.
- ✚ Ensures effective coordination with all supportive functions.
- ✚ Managing market functions like product planning, roadmaps, consultation and business development as well as handling pre analysis and post analysis data of product launch.
- ✚ Conceptualizing and executing sales promotion schemes to increase the brand visibility, there by preparing management level reporting on the brand performance, needs and forecasts.
- ✚ Monitoring new product launch results and recommending action for addressing any forecasted variances to volume budget, on a monthly basis.
- ✚ Initiates / develop new channel.
- ✚ Following up on sales leads

AMARARAJA BATTERIES LIMITED [Management Trainee]

04/07/2018 – 04/07/2019

- ✚ Guides network development filling of gaps in market area
- ✚ Guidance on retailer development, credit and delivery planning.
- ✚ Monitoring of franchisee stocks, secondary and tertiary sales.
- ✚ Coming up with accurate sales and expenditure forecast

Academic Details

2016 – 2018

Post-Graduation Diploma in Management [Marketing & Business Analytics] from Vishwa Vishwani Institute of Systems & Management, Hyderabad with 3.15 GPA for a scale of 4 GPA

2011-2015

Bachelor of Technology [Information Technology] from Ramachandra College of Engineering, Eluru with 65.67%

Personal Details

Marital status : Single

Nationality : Indian

Date of birth : 06-05-1994

Languages known : English and Telugu

Address : LIGH-150, APHB Colony, Z P H School Road, Satrampadu
Eluru, West Godavari District, Andhra Pradesh-534007

Declaration

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

Date:

Place:

(S Digvijai Srinag Sai)