

MANOHAR PAWALE

Marketing

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SKILLS

Soft Skills:

- ❖ Communication
- ❖ Leadership
- ❖ Critical thinking
- ❖ Problem-solving
- ❖ Negotiation
- ❖ Interpersonal skills
- ❖ Research
- ❖ Structured thinking
- ❖ Strategic thinking
- ❖ Business acumen
- ❖ Cost-benefit analysis
- ❖ Teamwork
- ❖ Storytelling
- ❖ Analytical Skills

Business Skills:

- ❖ Problem Structuring
- ❖ Reserch Design
- ❖ Data Collection
- ❖ Secondary Research
- ❖ Primary Reserch
- ❖ Industry Research
- ❖ Market Research
- ❖ Data Analysis
- ❖ Market Analysis
- ❖ SWOT, PESTEL
- ❖ Finanacial Analysis
- ❖ Report Presentation
- ❖ Data Visualization
- ❖ Lead Generation
- ❖ Client Engagement
- ❖ Reading comprehension

Industry:

- ❖ Service industry
- ❖ Pharmaceuticals industry
- ❖ Chemical industry
- ❖ Hospitality industry
- ❖ Healthcare industry
- ❖ FMCG industry

Technical Skills:

- ❖ Python
- ❖ SQL
- ❖ R
- ❖ Excel
- ❖ Jira
- ❖ Git
- ❖ Jupyter Notebook

SUMMARY

I am a results-driven Marketing Research professional with a proven track record of leveraging data-driven insights to guide strategic decision-making. My expertise lies in conducting comprehensive market analysis, interpreting consumer behavior trends, and developing actionable recommendations to drive business growth. With a strong background in research methodologies and data analysis tools, I am adept at uncovering market opportunities and providing valuable insights to optimize marketing strategies. My passion for understanding consumer preferences and staying ahead of industry trends makes me a valuable asset in driving marketing success.

EXPERIENCE

Management Consulting | Business Plan Writer

Sept 2018 to Present | 5 Year 0 Months

- ❖ Industry Focus: Specialized in the food and beverage sector, developing tailored business plans.
- ❖ Client Engagement: Successfully engaged with clients, facilitating productive relationships.
- ❖ Effective Communication: Skilfully communicated project deliverables with clients.
- ❖ Research Expertise: Conducted industry and market research, defining KPIs and Key job responsibilities.
- ❖ Client Presentations: Presented finalized deliverables to clients.
- ❖ Financial Proficiency: Proficient in financial analysis and market research.
- ❖ Collaboration Skills: Demonstrated effective collaboration and communication abilities.
- ❖ Adaptability: Adapted to dynamic environments, upheld ethical standards, and met deadlines consistently.

Pharmaceuticals Industry

Production Engineer, Emcure Pharmaceuticals, Daund, Pune

June 2015 - Dec 2015 | 6 Months

Junior Production Officer, RPG Life Science, Navi Mumbai

Feb 2013 - June 2015 | 2 Years 4 Months

EDUCATION HISTORY

Master of Business Administration in Marketing | 2016-2018

S. B. Patil Institute of Management, Nigdi, Pune (SBPIM), University of Pune

Grade: 71.66%

Bachelor of Engineering in Chemical | 2008-2012

Pravara Rural Engineering College, Loni, Ahmednagar (PREC) | University of Pune

Grade: 67.33 %

HSC or XII | March -2008

Maharashtra State Board of Secondary and Higher Secondary Education

Grade: 74.3%

SSC or X | March -2006

Maharashtra State Board of Secondary and Higher Secondary Education

Grade: 66.7%

COURSES & CERTIFICATIONS

- ❖ Google Data Analytics Professional Certificate
- ❖ Python for Everyone – Michigan University
- ❖ SQL Basics for Data Science Specialization – UCDavis
- ❖ Excel for Business - Macquarie University

EXTRACURRICULAR ACTIVITIES

- ❖ **Coordinator for "YUVOSTAV-17," an Intercollege Sport Tournament hosted by S. B. Patil Institute of Management, Pune,** I demonstrated exceptional leadership, organizational prowess, effective teamwork, adept problem-solving abilities, and successful planning and execution.

ADDRESS

A-102, Sai Vastu Park, Gat.No-94,
Chikhali Moshi Road, Chikhali,
Pune-411062

PERSONAL DETAILS

- ❖ Date of Birth: Jun 04, 1991
- ❖ Age: 32 Years
- ❖ Gender: Male
- ❖ Marital Status: Married

SPOKEN LANGUAGES

- ❖ Marathi (Native)
- ❖ English (Fluent)
- ❖ Hindi (Fluent)

AREA OF INTEREST

Reading Web Novel, Listening
Music, Trekking/Hiking, Working
out, Motorcycle Touring

- ❖ **Participation in National Level Case Study Competition "Curious-2017" organized by the Indira Institute of Management, Pune.** This experience significantly enhanced my skills in analytical thinking, problem-solving, research, critical thinking, and effective communication.
- ❖ **Participation in Business Plan Competition "Shark Tank-2017" at Sinhgad Management Institute, Pune,** further cultivated my business acumen, critical thinking, creativity, presentation and communication skills, and my ability to receive and integrate constructive feedback.
- ❖ Participation and volunteer in the business plan event "Zing 2017" held SBPIM, Pune
- ❖ Participation and volunteer in event "SAIITAM-2k12" held by Dept. of Chemical Engineering, PREC, Loni
- ❖ Workshop on "Research Methodology and Technical Writing" by Dept. of Chemical Engineering