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## OBJECTIVE

An entry level professional with high level proficiency in Marketing Management. A target oriented professional with strong interpersonal skills & excellent problem-solving skills. Effective at development and execution of Sales and Marketing strategies. A highly motivated & focused professional offering versatile utility to the Organization by possessing Digital Marketing & Business Analytics skillsets as well.

## ACADEMICS

DEGREE/DIPLOMA/INSTITUTION	SCORE	YEAR
BE (Chemical & Polymer Engineering), BIT Mesra	6.2/10	2011-2015
MBA (Major in Marketing & Minor in HR) IMT Business School, Dubai	3.22/4	2018-2020

## PROJECTS / INTERNSHIPS / WORK EXPERIENCE

### Sales & Marketing Assistant at Hyundai Steel Co., Dubai, U.A.E. (1<sup>st</sup> March,2022- 3<sup>rd</sup> July,2022)

- Generating enquiries & processing of commercial offers against the customers enquiries.
- Co-ordinating the entire sales activity with trading companies & customers.
- Frequent visits to customers ensuring the maintenance of business relations & obtaining their feedback.
- Preparing the weekly price reports in order to meet the competition challenges. Tracking down competitor's movement by sourcing information from the market.

### Sales & Marketing Executive at Innova Specialty Chemicals FZE Dubai, U.A.E. (20<sup>th</sup> December 2020- 18<sup>th</sup> November 2021)

- Worked in the petrochemical industry, our products included lubricant additives, specialty chemicals like viscosity index improver, dispersants, detergents, pour point depressant etc. Some of our clients were MAG Lubricants, Millennium grease & lubricants, Universal lubricants, Lubimax, Petrochem Middle east etc.
- Build & maintain relationships with clients & prospects.
- Setting up meetings with potential clients & introduce the current products.
- Answering client's enquiries about product specifications & uses.
- Work with the sales team to develop targeted sales strategies.

### Marketing Intern at Future Architectural Glass LLC., Ras Al Khaimah, U.A.E. (18<sup>th</sup> August 2020-24<sup>th</sup> October 2020)

- Devising Marketing Strategies for the company's various products & services.
- Promote the company's products & services via social media marketing (social media calendar posts & newsletters)
- To conduct SEO optimization analysis for our company.
- To create landing pages, CTAs, E-mailers, Forms for the company.
- Work on our various projects' case studies & pitch it to our prospective clients.
- Create presentations, brochures for our clients, architects, consultants etc.

### Marketing Intern at Synergy International FZE, RAKEZ, Ras Al Khaimah, UAE. (May 21<sup>st</sup> 2020-July 31<sup>st</sup> 2020)

- Identifying new business development opportunities by conducting Market Research & Generating Leads.
- Pitching the Company's products & services to them via Mail/Phone as well as offer them customized solutions.
- Promoting the company's products & services via social media marketing.

## Deposit Mobilization Trainee at Bank of Baroda, Dubai, G.C.C. Operations U.A.E. (9<sup>th</sup> October 2019- 9<sup>th</sup> December 2019)

- Build and managed strategic relationships for fixed deposit customers, serving as the single point of contact for new business as well existing portfolios.
- Developed and maintained relationships with corporate clients and individual depositors.

## INDUSTRIAL WORK EXPERIENCE

### Engineering Trainee, Oriplast Pvt Ltd, Odisha 15<sup>th</sup> May 2014-30<sup>th</sup> June 2014

- Undertook the complete training on the process of Extrusion/ Molding of Poly Ethylene & Poly Vinyl Chloride Pipes & fitting works under the supervision of Mr Sanjay Kumar Mohapatra, Quality Control manager.

### Polymer Engineer, Atman Pipes Pvt Ltd, Odisha 1<sup>st</sup> June 2015-15<sup>th</sup> July 2016

- To maintain all documentation relating to regulatory guidelines & prepare SOPs and supervise product quality testing.
- To monitor daily shifts & to analyze and procure raw materials issued from warehouse (Logistics Handling) and also communicate without suppliers regarding the accurate amount of raw materials we need so as to reduce storage costs and production wastes.

### Chemical Engineer, IOLCP public Co Ltd. (TRIDENT GROUP), Punjab 8<sup>th</sup> August 2016-28<sup>th</sup> August 2017

- To implement the production plan and prepare daily production report, to analyses and minimize losses.
- To analyze and procure raw materials issued from warehouse (Logistics Handling) and also communicate without suppliers regarding the accurate amount of raw materials we need so as to reduce production costs.

## CERTIFICATIONS

CERTIFICATE	CERTIFYING AUTHORITY	YEAR
Digital Marketing (SEO Optimization, Google Ads, Social Media Marketing, Google Analytics)	London International Studies & Research Centre, UK. Accredited by: CPD London, KHDA, Google	2020
IELTS- 8 BANDS	British Council IDP:IELTS Australia	2018
Marketing Analytics	University of Virginia, USA	2020
Market Strategy Specialization	I.E. Business School, Spain	2020
Oil & Gas Industry Operations & Markets	Duke University, USA	2020
The Art of Sales: Mastering the selling process specialization	Kellog School of Management Northwestern University, USA	2020
Inbound Sales & Marketing	HubSpot Academy	2020
Email Marketing (Using MailChimp to create email marketing campaigns)		
HubSpot Sales & Marketing Software		

## CO-CURRICULAR ACTIVITIES

- Member of Economic Forum at IMT Dubai & ex member at LEO & ROTARACT Clubs at BIT Mesra (Event Management)

## PERSONAL INFORMATION

- Nationality-INDIAN (Speaks English, Hindi, Oriya fluently)
- Hold a valid UAE driver's license. RTA License no. 4218521

## REFERENCE:

- Mr Arun Singhal (Senior Vice President- Commercial, ACCIL Auto Steels Pvt Ltd.). Mail ID- [arun.singhal@accilauto.com](mailto:arun.singhal@accilauto.com)  
Phone no- +919818188882.
- Mr Abani Kumar Parhi (President- Marketing, ACCIL Auto Steels Pvt Ltd.) Mail ID- [akparhi@accilauto.com](mailto:akparhi@accilauto.com)  
Phone no- +919717997717.
- Mr Ramesh Raina (National Head, Inframarket Steel Division Co.) Mail ID- [ramesh.raina@infra.market](mailto:ramesh.raina@infra.market)  
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