**Abhay Rajoria**

**Email:abhayrajoria0105@gmail.com**

**Phone: +91-9713169708**

**Location Preferred: Bhopal**

A dedicated professional with proficiency in mastering marketing situations, knowledgeable in a wide variety of professional disciplines and implementing marketing strategies

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| **CORE COMPETENCIES****Marketing Strategy Planning****Problem Solving****Ability to Execute** **Influencer and Relationship Building** **Analytical Skills and Numeracy****ACADEMIC DETAILS*** B Com From AISECT University
* 12th from Shri Aurbindo School
* 10th from St Johns SSC

**IT SKILLS*** MS Office (Word/ Advance Excel/
* PowerPoint) and Internet Applications
* Pursuing MBA
* Auto CAD

  |  | **PROFILE SUMMARY*** A result oriented professional with nearly 15 years of experience in Marketing, Branding, Sales
* Expertise in creating and update digital marketing strategies that will support to sustained organizational growth in dynamic environments
* Experienced in the development of innovative marketing initiatives, & procedures to streamline processes and capitalize on organizational growth opportunities
* Hands-on experience in strategic conceptualization, planning and implementation of events

**ORGANISATIONAL EXPERIENCE****Since June 2018 till date: Shree Shivam Attire Pvt Limited, Bhopal as Marketing Manager** * ATL and BTL work Handle
* Deliver all marketing activities within agreed budget
* Develop multi-channel marketing plans.
* Measure the success of marketing initiatives.
* Interface with multiple departments responsible for the product - engineering, operations, finance, sales etc.
* Proactively assess and spot new marketing opportunities. Manage long-term strategic goals
* Prepare and submit regular category performance update catergory director including product mix performance and trends
* Build trust, values others, communicate effectively, innovation, problem solver
* Maintain professional internal and external relationship that core value of the organization and customer
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| **Since Jan 2015 – May 2018: Outlive Lifestyle, Bhopal as Marketing Head** * Develop strategies and tactics to get the word out about our company and drive qualified traffic to our front door
* Deploy successful marketing campaigns and own their implementation from ideation to execution
* Experiment with a variety of organic and paid acquisition channels like content creation, content curation, pay per click campaigns, event management, publicity, social media, lead generation campaigns, copywriting, performance analysis
* Produce valuable and engaging content for our website and blog that attracts and converts our target groups
* Build strategic relationships and partner with key industry players, agencies and vendors
* Prepare and monitor the marketing budget on a quarterly and annual basis and allocate funds wisely

**Since July 2012-Dec 2014: MY Equipment’s Pvt Limit, Bhopal as Branch Manager*** Selling JCB parts, attachments and machine with proper demonstration.
* Selling JCB Genuine parts, dealing customer for Machine Sales and selling special scheme for customer

**Since Sep 2009-June 2012: Bhopal Motors PVT LTD, Bhopal as Part Sales Officer*** Selling JCB parts, attachments and machine with proper demonstration.
* Understanding client requirement and provide the genuine parts
* Travelling within rural area for understanding the requirement
* Selling JCB Genuine parts, dealing customer for Machine Sales and selling special scheme for customer

**Since May 2007- may 2009: Shani and associate, Bhopal ICIC Bank Dealership** * Selling Personal Loan, Home Loan And Vehicle Loan
* Understanding client requirement and giving Suitable Suggest loan

**Since Jan 2005-April 2005: Hare Ram Krishna Enterprises, Bhopal Hindustan Uni Lever Dealership** * Door to Door Calling and Giving proper demonstration of Water Purifier(Pure It)
* Aware to customer about drinking Harmful water Causes

**PERSONAL DETAILS****Father Name** : Mr L.L. Rajoria**Gender**  : Male**Nationality** : Indian**Address :** AR 05 Rajharsh Colony Lalita Nagar Kolar Road Bhopal**Language Known :** English & HindiDate of Birth : 9th May 1985 |