**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

|  |  |  |
| --- | --- | --- |
| **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 |

|  |
| --- |
| **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 & Hindi  Date of Birth : 9th May 1985 |