



PRADNYA DALAVI

MARKETING SPECIALIST

PERSONAL PROFILE

A dynamic Marketing specialist with over **3 years experience** in Marketing Research, Strategy planning, Analysis of data and driving successful Marketing Campaigns.

AREAS OF EXPERTISE

Market Research
Strategy planning
Leadership
Optimization
Brand Development
digital Marketing

CONTACT INFO

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WORK EXPERIENCE

BUSINESS DEVELOPMENT EXECUTIVE

OYOROOMS | FEB 2019 - FEB 2020

- Marketing research to analyze the potential area for business, searching suitable properties in respective areas
- Property survey, setting up meeting with concerned person
- Meet the property owners/managers/board member, get the contract signed from them with OYO(weddingz.in) and close the deal

OFFICER- EXTENSION & BUSINESS DEVELOPMENT

Aries Agro Limited | JUN 2017 - DEC 2018

- Strategy planning, built a team of sales officer from 18 to 50+
- Induction training of field officers, setting their monthly targets, analysis of data
- Driving successful Marketing campaigns

ACADEMIC HISTORY

UNIVERSITY OF MUMBAI

PGDM IN AGRICULTURE BUSINESS MANAGEMENT | 2015 - 2017 (full time)

SPECIALISATION IN MARKETING

CGPA: 7.89

- Wrote a Thesis on: **Supply & Distribution of Milk** during Summer Internship in MK's Delight Agro Pvt. Ltd.
- Won the Best Student Award for 2 years during the course

DR. D. Y. PATIL COLLEGE OF AGRI-BUSINESS MANAGEMENT, PUNE

Bachelor of Business Management | 2011 - 2015

CGPA: 7.87

- In plant Training Programme on **Processing & Marketing of Spices** in Shrikant Masale, Pune
- In plant training program on Marketing of milk in Dhamale Dairy, Talegaon, Pune.

EXTRA CURRICULAR ACTIVITIES

- Digital Marketing
- Personality Development Program from Iris
- 1 year Certificate course of Spanish from Pune University
- Content writing, quotes, travel blog, poems
- Yoga
- Division level athlete