**ASHISH B SAHU E-Mail: ashish.shau1@gmail.com**

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| **Core Competencies**  **Relationship Management**  **Product Promotions**  **Market Research & Analysis**  **Compiditors Packaging Research**  **Administrative Operations**  **Product Engagement**  **Requirement Gathering**  **Vendor Management**  **Consumer Research**  **Retail Market Audit** |  | Targeting assignments as **Product Executice, Marketing** with an organization of high repute.  Industry Preference**: FMCG. E-Commerce**  Location Preference**: Nagpur, Mumbai**  **Profile Summary**   * Result – Oriented Professional **with over 6 years of experience** * Keen analyst with excellence in gathering and understanding requirements of clients & other multiple stakeholders, followed by translation into functional specifications as well as provisioning of suitable solutions * Experienced in implementation of marketing/ sales promotion plans for business generation * Skilled in providing administrative support by maintaining e-mail correspondence / documents / reports, monitoring stationary, managing confidential & personnel issues, attending meetings, providing agenda of meetings to members in advance, noting discussions / minutes of meeting, and so on * Proficient in development & implementation of promotion plans and managing communication for products including all above the line and below the line activities * Executed functions such as product presentations, business forecast, sales & marketing, reports & recommendations and competitor activity & products * **Bagged Achievement Award for successful completion of the project** * **Awarded for accomplishing the‘Appreciation Project 4.0** |

**Organisational Experience**

**Since Feb’19 with Dinshaw’s Dairy Foods Pvt. Ltd. as Product Executive, Nagpur**

**Key Result Areas:**

* Define project scope, goals, and deliverables to ensure consistency with company strategy and commitments
* Managing product development, testing and validation, risk assessment, and optimize production efficiency of multiple product lines
* Maintaining the sales data monthly for Milk MIS & Sales, CPD MIS & Sales, E com Tracking & Management
* Working closely with Managment Trainee to get thew research done with proper audit in place
* Visiting market and reporting on competition activities
* Providing assistance to execute the ATL & BTL activation & reporting . implementation Reporting & insight for timely report
* Modern Trade Visit & reporting weekly supervising
* Maintaining the recored of the POSM & utilsation in the market
* Experienced in e-commerce business like: Flipkart, Amazon, Big Basket, Paytm and others

**Highlights**:

* Dainik Bhasker Garbaba event 9 days
* Milk Campaigen with ATL and BTL
* TVC shoot for Milk
* Ghee Campaigen with out door advertisments

**Feb’17-Jan’19 with Naryana Vidyalayam (NES), Nagpur as Administrative Coordinator**

**Key Result Areas:**

* Organized training materials storage and supply system
* Composed operations manual and intra-office communications; directing educational and social activities
* Maintained department record system which includes filing, retrieving and researching of files; maintaining confidential client files and information
* Ensured smooth administration of the office, allocating budgets and optimum cost cutting
* Led the gamut of operations encompassing Vendor Management, negotiation, follow-up and payments
* Coordinated events and providing overview of promotional materials; communicating with the stakeholders; acting as the primary source of providing information
* Managed the sales and marketing operations and increasing sales volume
* Implemented sales promotional activities as a part of brand building/ market development effort
* Spearheaded detailed market study to analyze the latest market trends and tracking competitor activities and providing valuable inputs for fine tuning the selling and the marketing strategies
* Ensured customer satisfaction by achieving delivery & service quality norms
* Built cordial relations with customers to sustain the profitability of the business

**Highlights:**

* Successfully completed ‘Schooling Project’ by taking various initiatives such as outdoor promotion, advertisement and interactive seminar
* Secured:
* Achievement Award’ for successful completion of the project from the organization
* Award for accomplishing ‘Appreciation Project 4.0’
* Conducted seminar on ‘Trai Model’ for training and development of students
* Updated job knowledge by participating in educational opportunities and trade shows and reading professional publications
* Supported marketing related events, seminars, mailers and call campaigns to increase brand awareness and presence in the local market; grew business by 40%
* Attended various conferences and external meetings to explore business development opportunities; prepared status reports and briefs for the management and maintained appropriate records and documentation; tracked, monitored, and reported data to support business development

**Previous Experience**

**Jan’15-Oct’16 with Om Satyam Builder Group, Nagpur as Marketing Executive (Freelancer)**

**Feb’14-Dec’14 with Raisoni Group of Institute, Nagpur as Marketing Coordinator and Trainer**

**Projects**

**Organization: Dinshaw’s Dairy Foods Pvt. Ltd**

**Title:** Consumer Behaviors and Milk consumption capacity of Tea Vendors in Nagpur

Period: May’19 to Jul’19

Description: Tracking of Tea Vendors, Buying Capacity and Business Generation, Understand and explain the milk Fat and Thickness of Milk help out the Business for Tea Vendors and Business Generation of Milk as well for organization, Daily Reporting and Data collection of Tea vendors , Pushing tea Vendors for More Business , 1900+ Tea Vendors Data has been Collected , Increase the business of Milk sales around 1200 liters to 1400 liters per day

**Title: Fresh Cake Business Model Market Research**

**Period:** May’19 to Jun’19

Description: 400+ shops data has been collected, How they do the business and model of Business, To Find out Possibilities of Business Investments

**Title: Raipur City Milk Consumption Research**

**Period:** Nov’19 to Nov’19

Descriptions: 200+ shops Data has been collected , To find out how consumer purchasing and marketing effects

and scope of Markets

**Title: Jabalpur City Milk Consumption Research**

**Period**: Dec’19 to Dec’19

Description: 150+ shops Data has been collected, To find out how consumer purchasing and marketing effects

and scope of Markets

**Title: Nagpur Loose Milk sample collection**

**Description:** 350+ loose milk samples has been collected; with help of 4 executive, To understand the pricing of loose milk in current market, Selling price of loose milk, Milk fat understanding with help of Q.C Departments

Four Zone of Nagpur (East,west,North,South), In the Month of November, December, January

**Title: Consumer Complaints To findings**

Description: Milk and Products Adulteration Market Research With help of Q.C Departments , 14 successful project has been done for Milk and Products adulterations; Sample collection and Testing

**Academic Details**

* MBA in Marketing and Human Resource from Tirpude College, Nagpur in 2013
* B.Com. in Computer Applications from Tirpude College, RTM Nagpur University in 2011

**Extracurricular Activities**

* Acted as a member of organizing committee and backstage management during college fests
* Participated in :
* Erudition 2012 and Dance, Fashion Show & LAN Gaming organized by Tirpude College
* JCI orange city ‘Treasure Hunt’
* Lakshya-an Inter-collegiate Youth Festival at Datta Meghe Institute
* Ranbhumi-an inter collegiate youth festival organized by department of business management in the year 2012

**Personal Details**

Date of Birth: 20th May 1989

Languages Known: English, Hindi and Marathi

Permanent Address: 336/A, Ashok Nagar, Nagpur-440017