

***Arti***

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***M.B.A with Specialization in Marketing, Administration & Business development***

***PROFILE***

* *Excellent Marketing Professional with high calibre in creating, developing and executing business plans and strategies by consolidating and improving marketing processes of the organization.*
* *Spearheading the Marketing functions with rich experience in handling sales and marketing in critical markets for more than a decade.*
* *Excelled in product community strategy and management, and marketing in existing and new Products.*
* *Designed innovative sales strategies to ensure deeper penetration and wider distribution in the market through channel partners across the country, resulting in high-impact customer attraction and retention schemes, thereby bringing in substantial growth in revenues. Led sales teams and supervised managers at different levels of work, towards performance targets by guiding and managing them towards better business performance.*
* ***MY SKILLS***

|  |  |  |
| --- | --- | --- |
| * *Strategic Planning* | * *Head – Sales & Distribution* | * *Market analysis* |
| * *Channel Management* | * *Business/ Product Development* | * *Sales Team Management* |
| * *Brand Promotion & Positioning* | * *Interpersonal Skills* | * *Versatile Leadership* |

***Administrator and In-House Marketing Manager***

*** Quality Wipes LLC Umm Al Quwain, UAE 1st Jan 2016 to May 2017***

* *Plan and coordinate administrative procedures and systems and devise ways to streamline processes*
* *Assist in Recruit and train personnel and allocate responsibilities and office space*
* *Ensure the smooth and adequate flow of information within the company to facilitate other business operations*
* *Manage schedules and deadlines, prepare agenda and document minutes of meetings.*
* *Monitor inventory of office supplies and the purchasing of new material with attention to budgetary constraints*
* *Oversee facilities services, maintenance activities and tradespersons. Organize and supervise other office activities (recycling, renovations, event planning etc.)*
* *Sales coordination, Sales Support, handle telephonic and email enquiries. Arrange samples. Thereby convert in in-house sales.*
* *Prepare Documents for export, liaison with government regulatory bodies.*
* *Prepare Quotations, Contracts, Performa Invoices, and Commercial Invoices, Packing Lists for domestic and exports etc.*
* *Update HR files and monitor passport & visa expiry, Emirates ids.*
* *Ensure operations adhere to policies and regulations*
* *Liaise with UAE regulatory affairs departments for export documentation and certification.*
* *Procurement of Raw Material and Chemicals for production.*
* *Keep abreast with all organizational changes and business developments*

***Deputy Sales Manager***

 ***Country Club Hotel International – Dubai 20th Oct 2013 to 31st Dec 2015***

* *Handling Outdoor and Indoor Sales of Membership of Hotel & Time Share Sale of Resorts Property for CCIL-Country Club International Ltd globally with my team of 2 Sales Managers and 8 Executives and 6 tele callers.*
* *Handled my team as profit centre head and always exceeded sales target every month. My Tea*
* *Handled everything from arranging prospective client data for my team to helping to invite clients to our Hotel in Dubai.*
* *Handled complete After Sales Service of all the clients with high level responsibility like their holiday coupons, membership cards, Gold voucher, cash discounts etc.*

***NATIONAL SALES MANAGER - ALTERNATE CHANNEL PAN INDIA(INSTITUTIONS /LFS /CSD/ CPC / INCS)***

 ***SUNDEV APPLIANCES LTD – MUMBAI 1st Dec 2010 - 30th Sept 2013***

* *Handling Institutions, Large format stores and Canteen Stores Department ,Central Police Canteen, Indian Naval Canteen all India*
* *Acquiring, Negotiating Annual Contacts from LFS ,CSD,CPC & Indian Naval Canteen with my sales team.*
* *Handling institutions PAN India for Corporate Orders Through a large sales team network.*
* *Handling Corporate Gifting Business PAN India by appointing agents and making presentations at Large MNC’s & Corporate houses.*
* *Negotiating and executing business plans and strategies by consolidating and improving marketing Processes of the organization.*
* *Solely responsible for Sales Promoters Business from each store. Ensuring stock availability and*
* *Pushing sales through offering combo’s schemes etc.*

*PROFESSIONAL EXPERIENCE*

***ENTERPRENEUR***

***A&M ENTERPRISES–MUMBAI AN IMPORT EXPORT VENTURE AUG 2005 – 30th Nov 2010***

* *Import and distribution of Chocolates and Confectioneries from countries like Switzerland, Belgium, Germany, Italy, Korea, Thailand, Malaysia, Sri Lanka etc.*
* *Handling entire operations of the company like selecting the product, costing, importing, Marketing & Distribution of the products through distribution channels and supplying directly to PAN India Modern Trade etc.*
* *Acquiring ALL INDIA CONTRACTS with Taj Hotels, Leela Kempenski, J.W. Marriot, Reliance Retail, Aditya Birla Retail (MORE), Godrej Natures Basket etc.*

*ACHIEVEMENTS*

* *Identified the potential in each and every metro and mini metro and appointed efficient distribution network single handedly.*
* *I was interviewed by Hindustan Times on September 28th /2008 in detail about my views on growth in demand for Imported Chocolates in India and brand loyalty, along with the other top names in Indian chocolate manufacturing industry.*
* *Handling All India Marketing operations for the company*
* *Business Development: Developed business with existing & potential clientele*
* *Channel Management: Handling distribution network in every Metro & Mini Metro of India.*

***MARKET CONTROLLER, ALL INDIA FOR LINDT CHOCOLATES*** 

 ***GOODHOUSE KEEPING CO. PVT LTD, MUMBAI APR 2001- JUL 2005***

* *Handling All India Marketing operations for the company*
* *Business Development: To Develop business with existing & potential clientele*
* *Channel Management: Handling distribution network in every Metro & Mini Metro of India.*
* *Working with the team for customer account conceptualisation, enquiry generation, contract negotiation and contract finalisation*
* *Handling Product promotions and Product positioning of “Lindt Of Switzerland”, chocolates”*
* *Handling a Large Sales team effectively and visiting each city at regular intervals*
* *Planning and Strategising all by myself and always implementing strategies for the company*
* *Business Targets : Achieving overall business targets*
* *ACHIEVEMENTS*
* *Initiated and succeeded in spreading & enhancing company's business to All over India, as when I joined the company was active only in Western India*
* *Identified the potential in each and every metro and mini metro and appointed efficient distribution network*
* *I can boast of spreading the business to Simla, Kulu Manali and Mussorie all by myself thereby increasing the company’s turnover considerably every year.*
* *I was interviewed by Economic Times on December 05/2009 in detail about my views on Growth in demand for Imported Chocolates in India and brand loyalty.*
* *I have acquired All India Annual contracts for this company from many 5 star & 7 Star hotels, like The Taj, ITC, Leela Kempenski, Grand Hyatt etc.*
* *I have to my credit excellent skills in Crisis Management. For eg;- Taking a leaf from the Cadbury's worm crisis I made my company proactive and made them take adequate precautions in packaging, transportation, distribution and storage of Imported Chocolates.*

***MARKETING CONTROLLER- NORTH INDIA***

***LIFEON PEDIATRICS LTD, MUMBAI (A div of USV Ltd) APR 1998 - APR 2001***

* *In Charge of Sales Targets and Marketing functions*
* *Identified prospects for business development.*
* *Acted as a custodian of systems & qualities*
* *Responsible for distributors network and distributors sales management*
* *Responsible for appointment of MSMs, MT”s & appointment of C&F*
* *Actively participated in strategy formulation at Head Quarters*
* *Performed brand building, product management and product positioning exercises for paediatric medicines.*
* *To ensure that values are commenced by fieldwork.*

*PROFESSIONAL ACCOMPLISHMENTS*

* *While at Good housekeeping co Mumbai.I have acquired All India Annual contracts for this from many 5 star & 7 Star hotels, like The Taj, ITC, Leela Kempenski, Grand Hyatt etc*
* *Have excelled in skills during Crisis Management. For eg;- Taking a leaf from the Cadbury's worm crisis I made my company proactive and made them take adequate precautions in packaging, transportation, distribution and storage of Imported Chocolates.*
* *While at Lifeon Pediatrics appointed 20 best stockists, 4 C&F, 35 management trainees and 5 Area managers in my assigned area i.e., Uttarpradesh and Uttaranchal*
* *Successfully handled product launch & positioning and successfully trained Management Sales Managers & Management Trainees*
* *While at UBD Estates Ltd.successfully marketed the concept of Farm Houses at Dehradun, Mussorie and Shivpuri (MP)*
* *While at NIIT Ltd. successfully penetrated large market segments & created a "NICHE"*
* *market for IT courses.*
* *While at Datapro successfully filled up the batches especially designed for Trainee Engineers,Doctors Even for Indian Army officers etc.*
* *LANGUAGES - Learning French, and read , write and converse fluently in English, Hindi & Marathi*

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***EDUCATION & PROFESSIONAL DEVELOPMENT***

*M.B.A (Marketing & Administration)*

*Mangalore University India, 1989*

*Bachelor of Art (Economics)*

*Bhopal school of social sciences India, 1986*

*COMPUTER AWARENESS*

*Windows XP, MS Office & PPT*