



Sushant Zutshi

Actively pursuing dynamic positions in Sales & Marketing or Strategy within the FMCG or Service-based industries that offer exciting opportunities for growth and innovation

Profile Summary

- Demonstrated a track record of over 18 months in continuous growth and success in Sales and Marketing, Business Analysis, And Plant Engineering Within the Dynamic FMCG Industry
- Possess expertise in strategic planning, market analysis, and project management, with a strong emphasis on fostering business growth and elevating customer experience

Work experience

Senior Sales Officer Aug 2022 - Present

Berger Paints India Limited, Jammu

- Strategized and executed plans efficiently to meet and exceed monthly and annual Business targets
- Expanded Business and Sales revenue in assigned territory by 20% and maintained steady growth
- Conducted market research about Industry trends, Competition Benchmarking and Customer needs
- Analyzed market to identify new Business opportunities and engaged with Influential distributors which resulted in increased sales volume and improved product coverage
- Provided regular reports, strategies & updates to Divisional Sales Manager on Business and sales performance, Market trends, and customer feedback
- Collaborated with Architects and Engineers to promote Organizational initiatives and supported their capacity during successful implementation

Summer Intern Jun 2021 - Jul 2021

Shriram Life Insurance, Hyderabad

- Worked closely with Relationship Management Team and Completed market research regarding customers Perception and their Experience
- Contributed ideas for improving Marketing efforts of this rapidly growing business via the digital channels
- Initiated and handled queries of customers interested in Life Insurance products offered by the company and successfully insured three lives

Engineer Trainee Aug 2019 - Dec 2019

Berger Paints India Limited, Samba

- Allocated and maintained work schedules for the employees to ensure error free working of plant
- Executed Prevention and Break-down Maintenance of Plant, Machinery and Equipments
- Formulated plans for P.M and Break-down Maintenance of Heavy Machines and Equipments like Ball mills, Sand mills, Compressors, Generators, ASRS (Automatic storage and retrieval system) and Chilling Plants etc.
- Troubleshooted faulty mechanical devices and updated plans to enhance improvement in performance

Executive Program

Product and Brand Management Jul 2023 - Oct 2023

Indian Institute of Management, Amritsar

- Gained expertise in making critical decisions about brand repositioning and extension
- Proactively strategized and successfully executed impactful product and brand management initiatives to address real-world business challenges
- Developing proficiency in creating product development roadmaps and managing the product lifecycle

Personal

Name

Sushant Zutshi

Phone number

+917006385937

Email

sushantzutshi@hotmail.com

Date of birth

15-01-1998

LinkedIn

linkedin.com/in/sushantzutshi

Languages

English

Fluent

Hindi

Native

Education and Qualifications

M.B.A - Marketing

Jul 2020 - Jul 2022

Shri Mata Vaishno Devi University, School of Business, Katra

Grade: 7.23 CGPA

Bachelors of Engineering-Instrumentation Engineering

Jul 2015 - Jul 2019

MCT Rajiv Gandhi Institute of Technology, Mumbai University, Mumbai

Grade: 7.25 CGPA

SSC-Science

Mar 2014 - May 2015

Vishwa Bharti Public School, Jammu

Grade: 85%

Core Competencies

- Strategic Sales Planning and Execution
- Customer Relationship Management
- Product and Brand Management
- Business Development
- Market Research and Analysis
- Social Media Marketing
- B2B,B2C and Channel Sales
- Financial Modelling and Analysis

Soft Skills

- Analytical & Problem-solving
- High Business Ethics
- Positive Attitude
- Communication & Collaboration
- Decision-making & Visionary
- Proactive & Fast Learner

IT Skills

MS-Excel	<div style="width: 80%;"><div style="background-color: #333; height: 10px;"></div></div>
MS-PowerPoint	<div style="width: 80%;"><div style="background-color: #333; height: 10px;"></div></div>
Zoho CRM	<div style="width: 20%;"><div style="background-color: #333; height: 10px;"></div></div>
Oracle BRM	<div style="width: 60%;"><div style="background-color: #333; height: 10px;"></div></div>
SQL	<div style="width: 60%;"><div style="background-color: #333; height: 10px;"></div></div>

Achievements & Certification

- Completed course on How to build a Paid Media Strategy from HubSpot,2023
- Completed course on Fundamentals of digital marketing from Google Digital Garage,2021
- Completed course onMicrosoft Excel from Udemy,2022
- Completed Excel Skills Virtual Experience Program fromJPMorgan Chase & Co, 2023
- Completed course onThe complete SQL Bootcamp from Udemy, 2023

Projects and Dissertation

A Study on Child Education Planning and Life Insurance – Internship Project – Shriram Life Insurance Company Limited 2021

- Formulated Collative and Analytical study of the insurance sector related Child Education Plans
- Conducted a study on different policies of different insurance companies offering Child Education Planning

Customer Retention Strategies of the Fitness Industry in Jammu Region: An Empirical Study – Dissertation– School of Business, Shri Mata Vaishno Devi University 2021-2022

- Introduced different strategies to improve customer retention in the fitness industry
- Interviewed different gym owners of the Jammu region who were having more than three years of experience in the same domain to learn more about effective member retention strategies

Position of Responsibility

Member – Training And Placement Committee, SMVDU, 2022

- Conducted awareness seminars for the preparation of campus placement
- Organized and conducted mock interviews for the students

Joint Technical Head – ISA RGIT, RGIT Mumbai, 2019

- Organized different webinars, workshops and events for the students for exhibiting their skills
- Supervised my sub-ordinates for smooth functioning of the organization