

## **RICHIKA MAHALE**

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MBA in Marketing (Mumbai University)

## **ASPIRING MARKETING PROFESSIONAL**

Passionate Marketer with background in FMCG and healthcare.  
B2B & B2C marketer | Go To Market Strategy | Digital Marketing |  
Content Marketing | Media Planning |

### **WORK EXPERIENCE**

#### **Working with Imaec Medntek Ltd. as a Marketing Manager from April 2021.**

- Lead Marketing team and set up entire marketing base for the company
- Developed E - commerce website with coordination with branding and website agency.
- Responsible for Brand Development and promotional activities with Retailers & Distributors.
- Manage business relationships with consignee. And organizing various trade shows and exhibition participation.
- Strategizing and implementing various Go To Market strategies for target audiences to increase brand visibility and growth in ROI.
- Overseeing social media handles and rest of content marketing. Building strategy to target medical & research institutions through white papers.
- Created content for various media platforms to highlight products and services.
- Managing over all marketing for overseas market as well.

#### **Worked with OHAUS weighing India Pvt. Ltd as a Senior Marketing Communications Executive from Jan 2019 – Feb 2021.**

##### **Key responsibilities:**

- Develop and implement marketing communication strategy for the brand promotions, advertisements, marketing collateral to support the marketing objectives.
- Design, implement and proofread direct email marketing campaigns. Create Email databases for lead generation and analyse the campaign performances. Worked on platforms eg. Mail chimp, Sendinblue .
- Handle the website and social media handles and also implement promotions and various

campaigns to increase visibility and revenue of the brand.

- Develop and implement social media marketing campaigns across various platforms like LinkedIn, Facebook etc. Also helped in optimization and Lead generation.
- Co-ordinating for BTL activities, (eg. Trade schemes , collateral and brochure designing, offline promotional activities)
- Co-ordination with sales team and APAC team to get raw contents to make mailers. Brochure Printing.
- Preparation of Annual Marketing Plan and perform market research at intervals along with sale team for understanding consumer buying and lifecycle.
- Worked on SAP Hands On for vendor management.

➤ **Oct 2017- Dec 2019**

**Worked with AAK Kamani Pvt. Ltd as a Marketing Executive support for DistributionSales Division.**

- Co ordinating for BTL activities, (eg. Trade schemes , collateral and brochure designing, offline promotional activities)
- Vendor management
- Inventory management for marketing collaterals
- Design, implement and proofread direct email marketing campaigns. Preparing emails targeting for B2B And B2C audiences.

Collaborating with external agencies for various projects across various online platforms.

**May 2016- September2017**

**Worked with B. V Bio Corp. Pvt. Ltd. (Venky's (india) Ltd.) as a Marketing /E-commerce Executive(Online Marketing & E-commerce marketing) at Sports Nutrition Division.**

- Conceptualizing and monitoring the Brand across all online platform.(eg Amazon, Paytm, Flipkart etc), Inventory management , Vendor management ,Exhibition (Eg: Olympia)

**PERSONAL PROFILE :**

- Academically astute individual with **Masters of Management (Marketing)** from **Sir M. Visvesvaraya Institute of Management, Mumbai University backed by B.Tech. (Biotechnology)**; determined to carve a niche in the industry.
- Possess knowledge of **Marketing, Market Research, , Customer Relationship Management, Competitor Analysis, Product Promotion, Online Marketing , content writing.**
- Conceptually strong with an innovative & analytical approach to work with an eye for detail. Ability to learn new concepts & technology within a short time span.

- Excellent Relationship Management skills, articulate communicator, combine strong business acumen with the ability to conceive profitable and efficient solutions utilizing technology.

## **EDUCATIONAL CREDENTIALS**

### **Masters of Management (Marketing) 2016**

Sir M. Visvesvaraya Institute of Management Studies

### **B.Tech. (Biotechnology); 2014**

Padmashree Dr. D.Y Patil University of Biotechnology and Bioinformatics Padmashree

### **Intermediate; 2009**

Swami Vivekananda Junior College, Maharashtra State Board for Secondary

### **Matriculation; 2007**

Swami Vivekanand High school, Maharashtra State Board for Secondary

### **Trainings/ Seminar Attended**

- Completed Annual Biotechnology training with Haffkins Institute, 2012
- Successfully completed training on “*Advanced Techniques in Molecular Medicine & Biology*” with Jaslok Hospital and Research Centre, Mumbai, 2012
- Attended Talent ‘O’ Scope ‘*Human Resources*’ seminar.

**Date of Birth:** 1<sup>st</sup> April, 1991

**Linguistic Proficiency:** English, Hindi, Marathi **References:**

Available on Request