



vijita.naarm19@gmail.com

8123433974

Sindhanur Karnataka

Skills

- MS Office
- Power BI- Basics
- Price Structuring
- Data Interpretation
- Brand Development
- Leadership skills
- Brand Promotion
- Trends Analysis
- Sales Forecasting
- Vendor Management
- Competitive Analysis
- Strategic Planning

Education And Training

08/2024- 01/2025

Executive Certificate Program in
Strategic Digital Marketing

**Indian Institute of management-
Vishakhapatnam**

04/2021

PGDM(Agri Business
Management)

**Indian Council of Agricultural
Research, NAARM, Hyderabad**

Percentage: 8.3

04/2019

B.Sc. (Agriculture):

**University Of Agricultural
Sciences, Raichur**

Percentage: 8.3

G. Sai Vijita

Summary

Committed job seeker with a history of meeting company needs especially in Agri Input sector with consistent and organized practices. Skilled in working under pressure and adapting to new situations and challenges to best enhance the organizational brand.

Experience

FMC Corporation - Territory Manager

Sindhanur, Karnataka

06/2023 - Current

- Looking after all the marketing and sales activities for Sindhanur and Sirguppa of Karnataka for Crop Protection division of FMC corporation
- People management: Managing a team of 12 members.
- Market research on competition moves and business strategies using various data base.
- Developed trade marketing strategy and implemented strategies to increase sales in assigned territory.
- Collaboration with cross functional teams for smooth execution of day-to-day work.
- Business requirements document/ Proposal preparation for digital schemes.
- Defined a practical roadmap for the launch of new products in pipeline.
- Liaising with local Agri departments for carrying out product trails and farmer trainings.
- Gap analysis for betterment in customer satisfaction and new product development.
- Achieving sales revenue targets, identifying, and developing new business opportunities, vendor management and client handling
- Analyze cost to benefit ratio assessment for all the sales and marketing spends for better manpower allocation and utilization
- Customer feedback analysis, budget allocation and utilization for farmer training programs.
- Tracked effectiveness of marketing efforts and projects against budget, quality standards and brand standards
- Working in close associations with farmers to promote GAP (Good Agricultural Practices)
- Liquidation tracking and report making using Excel, Power point and company BI platforms.
- Running customer loyalty program, project management, competition study
- Inventory management for maintaining demand and supply
- Developed trade marketing strategy and implemented strategies to increase sales in the territory.

Certifications

- UdeMy: EXCEL at work- complete MS EXCEL Mastery Beginner to Pro.
- Google digital marketing and E-Commerce
- UdeMy: ESG, Sustainability and Corporate climate action

Languages

Kannada: First Language

English: C1

Advanced (C1)

Telugu: C2

Proficient (C2)

Hindi: C2

Proficient (C2)

Tamil: B2

Upper Intermediate (B2)

Fertis India Pvt Ltd - Asst Manager- Branding Hyderabad, Telangana

07/2022 - 06/2023

- Strategic planning and execution of branding/marketing activities pan India.
- Key responsibilities include executing digital branding activities.
- Impact assessment of the projects undertaken
- Vendor management and BRD document preparation for various digital projects and service negotiations.
- Opportunity analysis for the products
- Business requirements document/ Proposal preparation for new initiatives.
- Social media marketing for the products
- Campaign management and cost to benefit assessment for the marketing spends.
- Business intelligence and reporting
- Developed trade marketing strategies.
- Metric development for budget allocation, dip stick analysis, cost center reports monitoring, business process improvement, and product input planning.

Corteva Agriscience - Territory Field Marketing Manager Gangavati, Karnataka

04/2021 - 07/2022

- Looking after all the marketing activities for Koppal Dist of Karnataka for both seed and Crop Protection divisions of Corteva Agriscience
- Supervised a team of field representatives to ensure successful execution of tasks.
- Evaluated performance metrics and identified areas of improvement for future campaigns.
- Collaborated with cross-functional teams such as sales, advertising, and product development.
- Provided training on product knowledge to field representatives for better customer engagement.
- Created reports on customer feedbacks from promotional events for further analysis.
- Managed budgeting and forecasting activities related to field marketing initiatives.
- Supported the launch of new products by organizing roadshows in various cities.
- Identified target audiences based on demographic profiles and psychographics data.
- Planned and hosted sales meeting to inspire, train, educate and build cooperative team spirit among diverse sales team.
- Tracked effectiveness of marketing efforts and projects against budget, quality standards and brand standards.

Accomplishments

| Best Sales Women: FY 2023-24, FMC India