

# RESUME

## Shriwat Kadam

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### Career objective

To secure a suitable position in Marketing, where I can utilize skills, Education, and experiences to make positive contribution to my organization and enhance my skills.

### Professional Snapshots

- ✓ Currently working at **Bazana Foods Pvt Ltd** as an Asst. Manager – Brand Communication and Marketing (**Total 5 Years' Experience**)
- ✓ Worked at **Vadilal Dairy International limited** for 2-year as a Marketing Executive.
- ✓ Internship at **Amul** - analysis of market share & market penetration in south Mumbai.
- ✓ Completed final project on **FMCG Sector**, with the reference of their Products.
- ✓ Library Project on **Oreo Cookies** for about 3 months.
- ✓ Written various papers and presented in MIMAMSA

### Qualifications

College/University	Year	Specialization	Percentage
BGIMS - Mumbai Uni.	2015-2017	MMS (Marketing)	65%
ITM - SRTM Uni.	2012-2015	BBA(Marketing)	68%

### Certification

IIM Rohtak	2022	Product and Brand Management	Pursuing
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### ❖ Work Experience

#### Working as an Asst. Manager – Brand Communication & Marketing at Bazana Foods Pvt Ltd (12<sup>th</sup> August 2019 to Present)

- Planning & executing monthly ATL & BTL activities.
- Conceptualizing and implementing market specific branding programs such as shop branding railway station boards, bus stop branding, to maintain and increase brand market share, visibility, and Visual merchandising.
- Vendor management (New vendor development, commercials, coordination, follow-up)
- Agency management (New agency/creative development, conceptualization creatives, follow up)
- Handling and listing on E-commerce portals (E-commerce website, Amazon, Flipkart, Jio mart etc)
- Social media management (conceptualization, creatives, content, budget, contest)
- PR – Handling PR agency (Brand and spokesperson's personal social media)
- Handling MT (Modern trade) accounts.
- End to end Logistics/supply chain management
- Team handling and management - Handled 20 Interns and 30 Promoters
- Sales Coordination – Preparing daily, monthly, quarterly and half yearly sales reports.
- NPD (New product development) - Launch Support
- Conduct trade visits to assess new launches implantation in key markets.
- Assess launch success & prepare closing report for major launches.
- Plan promotional calendar for the year which will include national festivals, local festivals, and other local events.
- Budget planning for market/product specific local events / Tracking competitor activities
- Plan in conjunction with Sales Team the salesman merchandising tools.
- To ensure proper brand hygiene is maintained across all channels.
- To ensure brand promotion through exhibitions and trade fairs
- Planning monthly, quarterly, and half yearly marketing budgets and marketing reports
- Closely monitoring and analyzing market share trends and competitor's activity

**Worked as a Marketing executive with Vadilal Dairy International Limited (1<sup>st</sup> May 2017 to 10<sup>th</sup> Aug 2019)**

- Expertise in branding and ATL & BTL activities, successfully launched new products.
- Sales coordination, assigning area to salesperson & giving training.
- Brand Alliance, Brand Building, Consumer Retention, Trade marketing.
- Launched 'Whey Protein' Ice cream successfully.
- New market development, new area development, NPD.
- Sound knowledge of hiring people at right place for right work at right time.
- Maintaining ROI of distributors and promoters, Enrolment of key outlets and their ROI.
- Handling social media Marketing, and bloggers, coordination with PR Agencies.
- Monitoring senior salespersons Reports & their tracking, handling Distributors claims & settlement, coordinating with approx. 95 distributors (General trade, modern trade, HORECA)
- Handling 50+ parlors their POP/POS, merchandising, visual merchandising.
- Daily observation on Target VS achievement of sales team in all the areas.
- Sound knowledge of supplement industry.
- Study of comparative analysis of competitor in terms of price and product range.
- Known market Maharashtra, Goa, Karnataka, AP, and Telangana

**Projects Completed & Learning**

**Completed project in 'AMUL' as a management trainee from 2<sup>nd</sup> May 2016 to June 2016**

**Project Title: "To study the impact of below the line activities of consumer behavior in south Mumbai for fresh dairy products".**

**Learning:**

- Data collection and analysis through various tools.
- Study of market share & market penetration.
- BTL activities in south Mumbai areas.
- Observation of pre, during and post activities positive result
- Supply and demand curve, buying and selling simultaneously.
- Study on consumer behavior

**Personal Detail**

**Name: Shriwat Bhagwanrao Kadam**

Date of Birth: 18/10/1994

Current Address: 301, C-Wing, Mahalaxmi CHS, NDR – 27, Tilak Nagar - Mumbai - 400089

Marital Status: Single

Gender: Male

Language Known: English, Hindi, Marathi.