

Sushant Zutshi

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WORK EXPERIENCE

11 Months

Berger Paints India Limited

Senior Sales Officer - TSI

Aug 2022– Present

- 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

EXECUTIVE CERTIFICATE PROGRAM

4 Months

IIM, Amritsar

Product and Brand Management

July 2023– Oct 2023

- 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

WORK EXPERIENCE

6 Months

Berger Paints India Limited

Engineer Trainee

Aug 2019 – Dec 2019

- 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

INTERNSHIPS

2 Months

Shriram Life Insurance

Summer Intern

June 2021 – July 2021

- 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

EDUCATION

Year	Degree	Institute	% / CGPA
2022	MBA (Marketing)	Shri Mata Vaishno Devi University, School of Business, Katra	7.23 CGPA
2019	B.E (Instrumentation)	MCT Rajiv Gandhi Institute of Technology, Mumbai	7.25 CGPA
2015	12 th (J&K State Board)	Vishwa Bharti Public School, Jammu	85.00%
2013	10 th (J&K State Board)	Vishwa Bharti Public School, Jammu	89.60%

POSITION OF RESPONSIBILITY

Joint Technical Head – ISA
RGIT, RGIT Mumbai, 2019

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

Member – Training And
Placement Committee,
SMVDU, 2022

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

SKILLS

- Product strategy and Development
- Product Roadmapping and planning
- Data Analysis and Decision making
- Strategic Sales Planning
- Client Relationship Management

PROJECTS& 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

ACADEMIC ACHIEVEMENTS & CERTIFICATIONS

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| • Completed course on How to build a Paid Media Strategy from HubSpot | 2023 |
| • Completed course on Fundamentals of digital marketing from Google Digital Garage | 2022 |
| • Completed course on Microsoft Excel from Udemy | |
| • Completed Excel Skills Virtual Experience Program from JPMorgan Chase & Co | 2023 |

EXTRACURRICULAR ACTIVITIES

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| • Ranked third in Volleyball Inter Department Sports Festival | 2018 |
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