

# Ujjwal Aaishwarya

Executive Management Trainee – Prism Johnson Limited

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A Management graduate and executive management trainee at Prism Johnson Limited – cement division (Prism Cement). I am working for the brand Prism champion cement and leading Uttar Pradesh region as network expansion project officer and co coordinator of state Uttar Pradesh.

## PROFESSIONAL EXPERIENCE

### Executive Management Trainee – Prism Johnson Limited – Cement Division

July, 2021 - Current

I am currently working as network expansion project officer and coordinator of state UP, with the below roles and responsibility:

- Expansion of business in the assigned territory.
- Appointment of new channel partners.
- Delegating sales staff to achieve their monthly business objectives.
- Establishing relationships with new prospects in the territory.
- Leading BTL marketing of focused brands in the territory.
- Maintaining relationship with established network.
- Generating weekly and monthly reports of state UP.

Achievements:

- Appointment of four dealers and 6 retailers in the span of 4 months.
- Revived two non – working dealers.
- Increased territory sale 1200MT to 1400MT of cement.
- Conducted surveys of 300 outlets for market strategy.

### Sales and Marketing Intern - Hindustan Coca – Cola Beverages

July – September, 2020

Project Title: - Driving channel program in Bihar.

Project Brief: To enrol existing outlets in loyalty program and service them to achieve monthly sales targets during pandemic.

### Sales and Marketing Intern - ITC Limited

June - July, 2020


Project Title: - Outlet mapping and services as per ITC.

Project Brief: - To identify the new market opportunities and invest the resources for the greatest return in long run.



## ACADEMIC PROJECTS

- Did a summer project titled “NIS ITS EFFECT AND CORRELATION WITH INDUSTRIAL PRODUCT OF THE COUNTRY”, to study the major interactions and knowledge flow in NIS for enhancing industrial product outcome
- Worked as Java Intern at Ramraj Technological solutions on the project related to Madhya Pradesh police department
- Build IT framework based on java for Intrusion detection system as Major project



## EDUCATION

 Executive Program : Product and Brand Management

 IIM Rohtak  Pursuing

 PGD in Management  2019 – 2021

 Chandragupt Institute of Management, Patna

 Bachelors of Engineering in IT  2012 – 2016

 Technocrats institute of technology, Bhopal

## SKILL SET

- Microsoft Office
- Digital Marketing
- New Business Development
- Customer Relationship Management
- Patience and Persistence

## CERTIFICATION

- Brand Management - Aligning Business Brand and Behaviour : London Business School
- Microsoft Excel : Udemy
- Business Intelligence Analyst : Udemy
- Fundamentals of Digital Marketing : Google.

## ACADEMIC ACCOMPLISHMENTS

- Qualified the national level management Biz quiz 2020 on quantitative techniques & operation research by school of management studies(SMS), GIET university Gunpur, Odhisa, India
- Second position at coding event ‘Code mania’ competition
- Participated in Electron B Quiz competition organized by NTPC India Ltd
- Participated in ‘Google it’ at Techno synthesis at Technocrats Institute of technology Bhopal
- Prepared a marketing plan for anti-flatulent at Chandragupt Institute of management Patna
- Surveyed more than hundred small shops to know about behavior of using digital payment system

## EXTRA CURRICULAR ACCOMPLISHMENTS

- Captained Hajipur district cricket team in various inter district cricket tournaments
- Member of winning team of Gold cup organized by T20 cricket federation of India
- Attended master training course on sports and games for the person with disability at Laxmibai National University of Physical Education, Gwalior under Ministry of sports and youth affairs