

VIRAJ JAYSING NIMBALKAR

Mobile No: 9619170357

Mail id: Viraj.nimbalkar4@gmail.com

LinkedIn ID: <http://www.linkedin.com/pub/viraj-nimbalkar/53/20a/a91/>

DOB: 04/10/1990

CAREER OBJECTIVE:

To pursue a career in challenging position with a company that is rapidly expanding and offers good advancement potential. I would like a position with a strong emphasis on work that has challenges.

SKILL SET:

Marketing Strategies & Campaigns, Corporate Communications, Team Leadership, Market Research, Sales, Event Management, New Product Development, Product Management, Brand Management, Quality management systems, Computer Knowledge (Technical Knowledge, MS OFFICE)

ACADEMIC QUALIFICATION:

Year of Passing	Qualification	School/University	Special Subjects	CGPA/Percentage
2012-14	PGPM (Post Graduate Programme in Management)	United world School of Business, Mumbai.	Major: Marketing Minor: Retail.	6.9/9.0
2011	B.Sc. (IT)	Patkar College	Science	65.09%
2008	HSC	Vidyanidhi Jr. College Of Science	Science	62.33%
2006	SSC	Gyan Kendra High School	-	67.46%

WORK EXPERIENCE

DURATION: 09/01/2017 to Present

DESIGNATION: Marketing and Sales Manager

ORGANIZATION: **Skilemperor Consultancy**

JOB ROLES:

- Responsible for managing all the marketing and advertisement related activities for the assigned projects.
- Develop roadmaps with clear milestones and deliverables and plan unified communication strategies through all mediums of communication to target audience
- Responsible for marketing budget plan and meeting organizational goals.
- Identify marketing opportunities and develop successful strategies to leverage them.
- Generate leads for the various product categories and support in achievement of sales target.
- Giving presentation and Services, Products knowledge to clients.
- Perform Market Research, Preparing writes - up for Presentations.
- Manage the brand communication mix and handle the ATL/BTL promotional activities for the segment.
- Develop annual and project specific brand promotion plans and handle participation at various events.
- Understanding competitor's market dynamics based on data analysis and creating the right communication strategy for strengthening the brand.
- Supervise and manage the performance of the team, ensure annual appraisals and informal performance reviews.

DURATION: 01/12/2014 to 30/12/2016

DESIGNATION: Marketing Manager

ORGANIZATION: **Ganesh Enterprises (River Sand Solution)**

JOB ROLES:

- Providing inputs for formulation of the Brand & Marketing Strategy and defining marketing plan according to strategy and budget.
- Analyzing market research data and using findings for strategy formulations.
- Defining action plans based on marketing strategy.
- Mapping and tracking competitor's communication strategy.
- Recruiting participants for surveys
- Making occasional market visit during promotional activities.
- Focus on multiple channels for marketing including social media
- Approving the designing and development of communication materials.

DURATION: 01/08/2011 to 30/11/2014

DESIGNATION: Marketing Specialist

ORGANIZATION: **Ganesh Enterprises (River Sand Solution)**

JOB ROLES:

- Analyzed customer data and market demand for new and existing product
- Responsible for selling, pricing and distribution channel till product delivery and payment from customer.
- Developing new contacts of customer and advising executives to sell goods to achieve sales target.
- Assist manager in advertising policies, planning, developing and organizing distribution channels effectively.
- Understand competitor's pricing and product's distribution strategies and design own effective strategy.
- Consult manager in case of discount issues and meet targets on a daily basis.
- Be in contact with the supplier in case of emergency deliveries and product complaints from customers.
- Prepare and manage timelines for marketing projects.
- Plan and participate in corporate events.
- Participate and contribute to marketing activities to help achieve company goals.
- Maintain records of existing and new customers.

PROJECT 1

DISSERTATION PROJECT: (During final year of PGPM, 2014)

PROJECT TITLE: "Impact of ERP on Business Re-engineering and the Impacts Thereof"

PROJECT BRIEF:

Enterprise resource planning (ERP) systems has been considered by many researchers and practitioners as one of the major IT innovations in this decade. Tier 1 vendors like Oracle, SAP ERP solutions seek to integrate and streamline business processes and their associated information and work flows. Although project duration and cost fluctuate from one year to the next, three points stand out about the current data:

- Researched on how the ERP and Re-engineering impacted on Business, projects experienced cost overruns.
- Researched on different ERP vendors like Oracle, SAP, PeopleSoft, Baan, J.D. Edwards.
- Importance of Business Process Re-engineering in ERP implementation system.

- Interviewed stakeholders in different companies like WIPRO, Apollo Munich Health Insurance.

PROJECT 2

SUMMER INTERNSHIP: (2013)

COMPANY NAME: Parle Products Pvt. Ltd.

PROJECT TITLE: **Parle Quality Systems (PQS) and Branding of Parle-G biscuit.**

PROJECT DURATION: 8th March 2013 – 8th May 2013.

PROJECT BRIEF:

Parle quality System helps delivering the final products to the super market and store shelves nationwide; care is taken at every step to ensure the best product with long lasting freshness. Hazard Analysis and critical control point HACCP is systematic preventive approach to food and safety and pharmaceutical safety that's address physical, chemical and biological hazards. The Parle Quality system is based on ISO 22000 principal to ensure total quality management.

- Techniques for process quality control are important for monitoring the quality of a process. Worked in quality checking and safety.
- Different data types may require different statistical techniques. In this section, movie clips will be used to demonstrate some commonly used statistical techniques available in SPSS.
- Data analysis to reduce wastage in production.
- Improve knowledge and assist preparing manual.
- Increased efficiency.
- Branding of Parle G biscuit.
- Deep dive analysis of quality data, Identify unstructured data into structured data; find hidden patterns.
- Identify all marketing functions of Parle Company and assist with feedback and improvement.

PROJECT 3

LIVE PROJECT: (During final year of graduation 2011)

COMPANY NAME: Micro byte Institute

PROJECT TITLE: **"Automated Accident Avoidance System"**

PROJECT BRIEF:

- Automated system
- Vehicles which break signal will get caught easily
- Helpful to traffic police
- Fast and accurate
- Secure system
- Enforcement of traffic laws.

EXTRA CURRICULAR ACTIVITIES:

- Participated in BAT (Bloomberg Aptitude Test).
- Participated in organizing festival called "Fiesta-e-Josh" of Patkar College as a Lab head (2008-09).
- Participated in Drawing Competitions, International Assessments For Schools (MATHEMATICS).
- Participated in General Knowledge, Mathematics, Drawing Competitions (MARATHA MANDIR MAHARASHTRA DNYANPEETH).
- Participated and passed in "Rashtrabhasha Prathamik Exam" held by MUMBAI Prantiya Rashtrabhasha Prachar Sabha.
- Participated and passed in INTERCOLLEGIATE on "AEROMODELLING"

PERSONAL DETAILS:

- Permanent Address : 402, Snehsagar, CO-OP Housing Society LTD., Plot No.120,
4- Bungalow, Model Town. Andheri (West). Mumbai-400053.
- Language Known : English, Hindi, Marathi
- Sex: Male
- Marital Status: Married
- Nationality: Indian
- Hobbies: Painting, Listening music, Playing outdoor Games, Cycling