**NEIL R. MACWAN**



**Deputy Area Manager – Sales & Marketing** **Mob No: - 9512330830**

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## OBJECTIVE

#### KEY COMPETENCIES

Channel Sales

Brand Promotion

Institutional Sales

Demonstrations (BTL Activities)

Market Analysis

Business Development

Sales & Distribution Management

Client Management

Customer Handling

#### PERSONAL STRENGTHS

WORK EXPERIENCE

Self-Motivated

Confident

Positive Personality

Learner

Creative

A performance driven professional looking for a challenging assignment in Sales & Marketing with an organization of repute to find better learning and growing opportunities.

WORK EXPERIENCE

1. **Casio India Co. Pvt. Ltd.** (Deputy Area Manager – Sales & Mkt.)

(January’2020 to Present)

1. **Hawkins Cookers Limited** (Territory Sales Officer- Sales & Mkt.)

(April’2017 to January’2020)

1. **Berger Paints India Limited** (Sales Officer – Sales & Mkt.)

(August’2016 to March’2017)

EDUCATION

**PGDM (Marketing)** |AIMA University |PERCENTAGE: 75%

**BBA**| Sardar Patel University |PERCENTAGE: 64%

**12th**| Rosary High School |PERCENTAGE: 67%

**10th**| Rosary High School | PERCENTAGE: 74%

KEY RESPONSIBILITY AREAS

**KEY SKILLS**

* Strategic Planning
* Understanding of Market
* Relationship Management
* Digital Marketing
* Team Management
* Positive Thinking and Attitude
* Customer Grievance Handling
* Communication
* Public Speaking

**Computer Skills**

* MS Office
* Sales & Marketing Software’s
* Advanced Excel – Vlookup, HLookup, Conditional Formatting, etc.

**CASIO INDIA COMPANY PVT. LTD.**

**Product – Watches**

**Segment – Luxury Goods**

**Sales & Marketing:**

* Responsible for Channel Sales and Modern Retail.
* Handling the entire Gujarat State by focusing on key points &

achieving the set sales targets and thereby achieve growth.

* Maintain and help the current channel partner(distributor) to grow &

increase dealer base through lead generation and followup of the same.

* On-board new distributors and expand the market and sales as per

company strategy through proper Market & Sales Data Analysis.

* Maintain discipline in the market in terms of pricing as well as duplicity &

take strict actions on the channel partners doing it or other firms too.

* Handling of sales team and sales for Modern Retail. Also, monitor their

daily activities and reporting of sales & market feedback related to

competition and industry. Setting up of display and branding at stores to

increase footfall at Brand Counters.

* Setting up of Visual Merchandise related instruments like Logo Signboards,

Branding models and Retail Branding focus in terms of branding setup at proper

locations with proper visibility to infuse sales, social media influence

through pages and decide & maintain the display in close planning with VM

Team so as to bring out the balance and thus, infuse sales and demand of

products.

* Update on current market feedback and make it reach the management so

that it helps in improvising on strategies and bringing new products in the

market.

**HAWKINS COOKERS LIMITED**

**Product - Cookers & Cookwares**

**Segment – Consumer Durables**

**Sales & Marketing:**

* Responsible for Civil Trade, Modern Trade and CPC & CSD Canteens.
* Taking care of sale for entire territory with focus on achieving predefined

sales targets and growth.

* On-board new Channel partners by proper identification and market research.
* Analyzing the sales data of territory and thus aiming at a business plan

accordingly, to meet the sales goals.

* Analyzing of the competitor’s activities and its impact and thereby giving input

**Tools/Software’s used in**

**Sales & Marketing**

* Shopper9
* FAST

**Applications used for**

**Sales & Marketing**

* RapL
* Employees’ Happy
* Hawkins SNAPP
* HAWK DDSR
* HuMane App

to convert it to sales benefit.

* Managing the customer complaints so as to ensure good customer

satisfaction through good service quality norms.

* Setting up of various merchandising material so as to endorse the

Brand in the market and thus, infuse sales.

**BERGER PAINTS INDIA LIMITED**

**Product - Paints**

**Segment – Decorative Paints**

**Sales & Marketing:**

* Responsible for the sale through various Channel partners aimed at predetermined sales target and achieving the same.
* Managing the projects under the territory through the Channel partners and handling 1 subordinate working under me, who handles the daily report of work at ongoing projects and finding of new projects for infusing the secondary sales.
* Managing the Channel partners like painters & contractors and organizing Painters meet to impart product knowledge and infusing sale through them by bringing schemes beneficial for them.
* Analyzing the sales data and schemes and then making a plan to execute them for maximum outcome of growth in sales.



**SWOT Analysis of Profile**

**WEAKNESS**

* Emotional
* Yet to gain experience in different domains

**STRENGTHS**

* Knowledge of different industries & segments
* Ability to achieve sales-targets
* Market analysis
* Experienced in B2C

and B2B market

* Brand Promotion
* Business development
* Team handling experience
* Knowledgesharing with team, dealers & staff (trainings/demo)

**THREATS**

* Having less knowledge of the untapped segments
* Competitive candidates

**OPPORTUNITIES**

* Untapped segments for growth in career
* Strong market networking
* Strong hold in west zone

**Achievements**

* Won 5 Salesman Contests at Hawkins Cookers Limited till date from West Zone.
* Won a contest for Maximum Sales of a New Product at Berger Paints India Limited.
* Won cash prize for Organizational Study Viva Voce.
* Organized Marketing Quiz and other such events at college level as an active member of Marketing Club.

**Additional Responsibilities**

* Taking part in Trade Fairs.
* Volunteer at Business Conferences.
* Organize product demonstrations

and handling of entire program.

**Personal Information**

* D.O.B.: 10-Sep-1992
* Gender: Male
* Marital Status: Married
* Father: Ramesh Macwan
* Mother: Nathaline Macwan
* Spouse Name: Priyanka Singh
* Nationality: Indian
* Languages: English, Hindi, and Gujarati
* Hobbies: Travelling, Listening to music, Reading, Photography, Social Networking

Internship/Training Details and Projects Undertaken:

**Company: Odigma Consultancy Solutions Pvt. Ltd.** (Bangalore)

**Title:** A Study on Communities and Blogging (Digital Marketing)

**Roles & Responsibilities:**

* Worked for a client Alchemy India as an intern to create backlinks

for their website through off page submissions i.e. SEO.

* Thus, increase traffic for the clients website so that it comes in

the upper ranked pages in search engine.

**Company: Baroda Equipments & Vessels Pvt. Ltd.** (Vadodara)

**Title:** Organizational Study

**Roles &Responsibilities:**

* Organizational study
* Working on the ERP system based on MS DOT NET technology.
* Fill in indents of raw materials purchase and sales done.
* Also, study the entire organization and its working in

co-ordination with the various HOD’s.

REFERENCES

* Mr. Sanjay Bhosle – ZSM (Hawkins Cookers Ltd.)
* Mr. Pankaj Sahu – RSM (Hawkins Cookers Ltd.)
* Mr. Pramod R. Puthran – RSM (Casio India Co. Pvt. Ltd.)

CONTACT DETAILS

Declaration:

I hereby declare that the above furnished particulars are true to the best of my knowledge & belief.

Place: Yours Sincerely,

Date: (Neil R. Macwan)

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