CURRICULUM VITAE

**Anita Ramesh Shukla**

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**Summary**

Having **7+ years** of experience in Digital Branding, Customer Service, Sales, Events & Promotions with excellent coordination, Team building & Leadership skills.

**Professional Experience**

* **Current Organization:** IMA Hassia Packaging (August 2018- Feb 2020)
* **Designation:** Marketing Manager

**Key Responsibilities:**

* CRM Implementations using Salesforce.
* Administers overall setup, configuration and maintenance of the Salesforce.com platform for the various divisions.
* Work with teams to develop more robust and comprehensive Salesforce solutions.
* Develop and maintain custom reports and dashboards in Salesforce to provide business intelligence for management team.
* Serve as daily monitor for the internal Salesforce Support inbox.
* Develop and deliver Salesforce training including maintaining the accuracy and completeness of Salesforce training materials.
* Map, migrate and integrate data into Salesforce as needed.
* Conducted Event Conferences, Exhibitions for branding and lead generations.
* Conducted Sales meeting to plan and strategize sales and to achieve revenue targets.
* Digital Branding and promotion to help sales for lead generations.
* Responsible for all marketing and communication matters.
* Maintains and updates company website, intranet site and internal marketing pages.

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* **Previous Organization:** Refex Energy Pvt. Ltd
* **Duration:** July 2017 to May 2018
* **Designation:** Marketing Manager

**Key Responsibilities:**

* Responsible for branding and promotion of the organisation.
* Reporting to senior management, solving customer complaints.
* Rapidly established strong network with channel partners ton increase sales activities.
* To conduct presentations and elaborate new sales target to sales team and as well as channel partners to increase revenue of the company.
* Analysed multiple proposals and their requirements, pricing and provided feedback on the feasibility of maintaining profitability
* To Conduct impactful executive presentations to achieve finalist meetings and close business

**Previous Organizations**

* **Organization:** Agni Solar Systems Pvt. Ltd.
* **Duration:** July 2015 to March 2017
* **Designation:** Project Engineer

**Key Responsibilities:**

* Partner with Marketing Team tailored for all of marketing campaigns
* Monitoring all SEO/ AdWords Social Media Marketing budgets on Monthly Basis.
* Achieve the targeted ROI for all marketing expenditures on a monthly basis.
* Weekly basis review meetings with management to update, discuss, scrutinize and improve marketing strategies to increase profitability.
* Create direct marketing materials campaign’s designing direct mails coordinate for printing postages and circulation Monitoring Digital Marketing and generating Inbound enquiries
* Work with team to resolve issues related to solar projects & marketing
* Conducting Market research (in depth study of target audience) understanding market scenario, demand and planning for online campaign’s accordingly
* Provide entire technical support for solar system from design to installation commissioning.

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**Previous Organization (First)**

* **Organization:** Digital Circuits Pvt.., Ltd Chakan, Pune
* **Designation:** Project Coordinator
* **Duration:** July 2012 to July 2015

**Key Responsibilities:**

* + Handle the documents related to production and quality.
  + Handling Customer End issues related to Product Quality.
  + Planning and Giving Production Plan as per the requirements of Photoquip.
  + Discuss issues with the quality team as well as management team.
  + Continuous monitoring of the online Quality documents and interacting with Photoquip clients.
  + Also working out for material availability as per the requirements of customer.
  + Handle all issues of customer & improve the system.
  + Taking internal audits & improvement actions to close the points.
  + Fill up the MIS (Monthly Information System).
  + Inspection, testing and troubleshooting of Printed Circuit Boards. (Air condition system of blue star and central locking system of four wheelers.)
  + Document control & improve the establish system.
  + Action plan for customer rejection & in-house rejection (CAPA)..

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**Educational Qualification**

Bachelor of Engineering in Electronicsfrom PVPIT affiliated to Pune University – 2012 Batch.

**Personal Details:**

Nationality: Indian

DOB: 31/03/1988

Marital Status: Married

Languages Known: Hindi, English & Marathi

**Declaration**

I do hereby declare that the information furnished above is true to the best of my knowledge and belief.

Date: 16th March 2020 Yours Sincerely

Place: Pune Anita Ramesh Shukla