Vishal Gaikwad

***Residence*: A/1, Krishna Chayya CHS, Opp Star Colony, Manapada Road, Dombivali East – 421201**

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Career Objective:

To be at Management position in a growing company where I can capitalize my extensive past experiences / learning's to deliver top line and bottom line growth for the organization.

Professional Snapshot:

- **17+years of experience in corporate marketing & Sales / Ad Sales / Space Selling / Air Time Selling.**
- **Planning & Implementation of Marketing activities.**
- **Good team management and co-ordinating skills.**
- **Good supervisory, decision making and customer service skills.**
- **Quick problem solver with multi tasking skills.**
- **Good in managing day-to-day operation in a dynamic environment.**

Work Experience:

Currently working: **ASP Enviro Engineers**

Designation: **Sr. Manager** (July 2023)

Job responsibility:

- Identify the prospective customers and market area to increase the company sales growth.
- Visit MPCB, for the business opportunities and conduct site surveys.
- Work in close coordination with our company higher management & with other team members.
- Assist in Sales Strategies and Achieving Sales Target.
- Follow ups of all existing inquiries, bring new business as well as create new customers.
- Maintain effective customer relationships for long term association and business growth.
- Negotiating the offers and close the deals.

Company: **Summa Real Media Pvt Ltd (Mumbai)**

Designation: **Sr. Manager Sales** (April-2017 -July 2020)

Job responsibility:

- Handling All Mumbai Clients.
- Responsible for Advt. Sales in Prameya Newspaper fastest growing Odia daily with 9 editions.
- Assisting the General Manager– in Strategies, Pricing and process.
- Preparation and presentation of monthly, quarterly, and yearly sales forecast to the management.
- Managing day-to-day operation.
- Handling administrative work at the Regional Office in Mumbai and also coordinating with Head Office.

Company: **Eastern Media Ltd (Regional Office - Mumbai)**

Designation: **Manager Marketing** (Sept-2008 - March 2017)

Job responsibility:

- Handling All Mumbai Clients.
- Responsible for Advt. Sales in Sambad- No. 1 Odia daily with 8 editions having total readership of 66.89 Lakh.
- Responsible for air time sales in Radio Chocklate- No. 1 FM Channel of Odisha having stations in Bhubaneshwar and Raurkela.
- Responsible for air time sales in Kanak TV- 24x7 Odia News Channel.
- Assisting the Regional Manager= Mumbai in Strategies, Pricing and process.
- Preparation and presentation of monthly, quarterly, and yearly sales forecast to the management.
- Top-line and Bottom-line growth for the organization.
- Managing day-to-day operation in a dynamic environment. Manage and Execute Strategies to deliver.
- Controlling the back end / administrative work at the Regional Office in Mumbai and also coordinating with Head Office.

Achievements-

- Increased market share of Sambad & Radio Choklate to more than 50% in Odia Market.
- Successfully launched Kanak Tv 24 x 7 Odia News channel in the market.
- Substantial growth in ARR (Avg. Rate Realisation) in the last 5 years.

Company: **E-Pos Systems (India) Pvt. Ltd.**

Designation: **Marketing Executive** (Aug-2007 - Aug-2008)

Job responsibility:

- Responsible for the sales of Retail Automation & Banking Products.
- Handling western part of Mumbai.
- Identify prospects / dealers and approach them for Retail Automation & Banking Products.
- Prepare service presentations and deliver the same to prospects with an aim to convert them into clients.
- Assisting management in planning & Implementation of marketing activities.
- Bridging communication gap between dealers and top management.
- Preparing the database of customer segment wise.

Company: **Interlink Marketing Consultancy Pvt. Ltd**.

Designation: **Associate Consultant** (Jan-2007 to July -2007)

Job responsibility:

- Responsible for Marketing and Business Development activities of the company.
- Assisting management in planning & Implementation of marketing activities.
- Managing & updating the database of Pharma Companies.
- Preparing the database of non-pharma companies.

Company: **Reliance Petro Marketing Private Ltd**. at Dhirubhai Ambani Knowledge City (DAKC)- Retail Outlet

Designation: **Trans Connect Point (TCP) Assistant** (May 2004 - April 2005)

Job responsibility:

- Sales of TCH card (fuel card) in the retail outlet as well as in the catchment area.
- Handling the customer queries / problems related to TCH card.
- Monitoring the daily sales reports for the outlet.
- Preparing the MIS report (day end reconciliation).
- Managing the cash /cheque entry of customer's data in TCP Cash loading SAP program.
- Managing the daily banking related transactions of the outlet.
- Looking after day to day operation of outlet.

Designation: **Computer Operator cum Data Entry Operator** (April 2003 - April 2004)

Job responsibility:

- Data entry into the TCP Program system & had 2 nos data entry operators reporting to me
- Was also responsible for Market survey at retail outlets

Education:

ITM Business School, Kharghar, Navi Mumbai
Masters in Business Administration - Retail Management & Marketing 2007

K.V. Pendhakar College of Commerce, Arts & Science, Dombivali
Bachelor of Commerce (Mumbai University) 2002

Computer Proficiency:

Higher Diploma in Software Engineering (HDSE) - Aptech, Dombivali 2000 – 2002

OPERATING SYSTEM	: WINDOWS & LINUX.
LANGUAGES KNOWN	: JAVA, XML, & HTML.
FRONT END	: VB (6.0), FRONTPAGE, ASP.
BACK END	: MS ACCESS, SQL SERVER.
APPLICATION	: MS OFFICE (WORD, EXCEL, POWERPOINT), ASP, VB (6.0), E-COM.
KNOWLEDGE OF	: Internet, Webpage Designing

Personal Information:

- Date of Birth 27th July 1981
- Hobbies Listening to Music, Playing & watching Cricket
- Marital Status Married
- Language Known English, Hindi, Marathi.

Date: **Vishal Gaikwad**