**RESUME**

**Mr. Amey Sunil Shinde**

Shardchandra pawar college of management Pune.

**E-Mail :** ameyshinde752@gmail.com

**Mob. No:** +91 9139103760.

**OBJECTIVE**

To associate with progressive organization that gives me scope to enhance my skills according to latest trends and to be a part of team that works dynamically towards the growth of organization.

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| --- | --- | --- | --- | --- | --- |
| **EDUCATIONAL QUALIFICATIONS Year**  | **University/ Board.**  | **College/School**  | **Year**  | **Marks (%)**  | **Class**  |
| MBA. (Marketing)  | Pune.  | Shardchandra Pwar Institue Of managment | Persuing external  | Persuing external )  | Persuing external .  |
| B.A | Pune University  | B.J College | 2019-2022 | 77.13  | Distinction  |
| H.S.C | Pune.  | D.M.J.C.  | 2016- 2018  | 57.00 | Second class.  |
| S.S.C  | Pune.  | D.M.H.S | 2015- 2016  | 75.00  | Distinction .  |

 **MBA Project :**

**Title: CUSTOMER RELATIONSHIP MANAGEMENT, OF MAHALAXMI AUTOMOTIVE PVT.LTD.SHIRUR..**

The Indian automobile sector is one of the booming sectors, which holds great future for India. It has the potential to put India on world map as global automobile activities. But it is also important to satisfy all the needs and wants of customer which is the second side of the coin.

With the objectives in the mind, survey was conducted in the Shirur region. Questionnaires method was used along with some interviews to be obtained required information. Convenient sampling was also used mode of conducting the survey. The sample size being region divided among various region. Also it was ensured that the people form various professions and demographics were considered to eliminate any has in terms to age, sex, occupation status. A sample size is 50 customers were taken for his purpose from various parts in Shirur.

**EXTRA-CURRICULUR ACTIVITY**

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***WORK EXPERIENCE***

 **Company**-: Trinity India Forgtech PVT LTD

**Department**-Sales & Marketing 

**Duration** May 2020 To Nov 2021

**-**

Trinity is an industrial group that supplies components and sub assemblies for the automotive global market. Our activity is based on the use of complimentary technologies and various associated processes. At Trinity our mission is to build on our product expertise, process technology and market leadership to deliver value added assemblies to customers around the world. Our emphasis is on quality with a focus on customer satisfaction and continuous improvement.

 **Roles & Responsibility**-:

• Prepare Invoice & Packing List and Document for customs clearance forward to Custom House Agents for the shipment and follow –up with them for shipping document, Co-ordinating with CHA For B/L.

• Co-ordinate with transporter for pickup and communicate with the concerned (a)In case of FCL consignment – arrange for container ,(b) In case of nominated agents – contact the respective agencies for pick-up.

• Arranging Insurance for Export consignment .

• Preparing the document for Import clearance, correspondence with import customers , follow up with Customs for the same .

• Maintaining records of shipment (Files).

• Maintaining records of Bosch Warehouse , making child Invoice and follow up for payment

• Checking the bills of CHA , Transporter etc , and co-ordinating with account department .

• Touch With export Customer related New enquiry RFQ, Schedule, dispatch approval and Payment follow-up.

 **Company**-: Meticulous Market Reserch

**Department-** Marketing

**Duration** -Nov 2021 To Till date

 **Roles & Responsibility**-::

1. **Market Research and Analysis:**
	* Conducted thorough market research to identify customer needs, preferences, and trends.
	* Analyzed competitors' strategies and market positioning to develop effective marketing plans.
2. **Campaign Development:**
3. Created and executed marketing campaigns to promote products/services, resulting in [mention specific outcomes, like increased engagement or sales].
	* Developed compelling messaging and creative content for various marketing channels.
4. **Digital Marketing:**
	* Managed social media accounts, consistently increasing followers and engagement by [mention specific metrics].
	* Executed successful email marketing campaigns, leading to [mention metrics like open rates or conversions].
5. **Content Creation:**
	* Produced high-quality written and visual content, such as blog posts, videos, and infographics, to engage and educate the target audience.
	* Collaborated with design and content teams to ensure brand consistency and message alignment.
6. **Data Analysis:**
	* Monitored and analyzed key performance indicators (KPIs) to measure campaign effectiveness and make data-driven adjustments.
	* Used tools like Google Analytics to track website traffic, user behavior, and conversion rates.
7. **Event Coordination:**
	* Organized and managed [mention types of events, such as webinars, conferences, or product launches], resulting in [mention positive outcomes].
8. **SEO and SEM:**
	* Implemented SEO strategies to improve organic search rankings, leading to increased visibility and website traffic.
	* Managed Google Ads campaigns, optimizing keywords and budgets for maximum ROI.
9. **Cross-Functional Collaboration:**
	* Worked closely with sales teams to align marketing strategies with sales goals and support lead generation efforts.
	* Collaborated with product teams to provide insights for product development and enhancement based on customer feedback.
10. **Reporting and Presentation:**
	* Prepared regular marketing reports for management, showcasing campaign performance, trends, and actionable recommendations.
	* Presented marketing strategies and results to stakeholders in a clear and concise manner.
11. **Brand Management:**
	* Maintained brand consistency across all marketing materials and channels, ensuring a unified and professional image.
	* Assisted in the development and implementation of brand guidelines.

**STRENGTHS**

 Good problem solving ability and analytic skill to solve the problem efficiently.

 Good team player and excellent interaction skill to coordinate and work within a team.

 Good Listener & Quick Learner.

 Ability to strictly follow rules and regulations.

**COMPUTER AWARENESS**

 Knowledge of MS Office(Word, Excel , PowerPoint ).

 Course Completed of CCC

**HOBBIES**

 Everyday walk out.

 To watch inspirational program.

 Listening Music.

 Playing cricket

. **PERSONAL DETAILS**

**Name :** Shinde Amey Sunil

**Father’s Name :** Shinde Sunil Vitthal .

**Date of Birth : 0**2 Feb 2001

**Gender :** Male

**Nationality :** Indian

**Language Known :** Marathi, Hindi and English.

**Permanent Address :** At/Post- Ale,Tal-Junnar-Dist- pune 412411

**DECLARATION -**

I hereby declare that the details provided by me in this resume are correct and I have knowingly not omitted/ misrepresented any information. I am aware that the company can use this data for verification purposes and any material inconsistency identified between the details shared above versus actual information would have a bearing on my employment, based upon company policies.

**Place :** Pune

. **Signature**

**Date:** (**Amey Sunil Shinde)**