



SMITA ARUN AHER

 : +91- 9881080009/+91-9403542256

 : smitaaher1984@gmail.com

17 Years of Experience in multitasking field

Business Development | Sales & Marketing | Import & Export

SAP SD

~ Location Preference: Nashik ~

“Proactive, High-Energy Professional with the Merit of Executing Prestigious of Large Magnitude within Strict Time Schedule, Cost & Quality”

OBJECTIVE

To emulate myself to an environment where, I can exhibit my skills with functional knowledge and ideas to become a top result achiever in ever-competitive market environment.

To congregate my skills to develop a strategic approach within an organization that can offer a challenging opportunity to excel in given task through hard work and dedication that can effectively enable us to achieve organizational goals and self-development.

PROFILE SUMMARY

- Currently I seek challenging position where I can fully use my skill and expertise for the success of the organization.
- **SAP SD – Sales & Distribution Completed from Henry Harvin Institute in May 2022.**
- MBA/PGDMM – Marketing from NMIMS – Narsee Monje Institute of Management Studies
- Travelled all over India for business development and sales revenue generation.

AREAS OF EXPERTISE

International & Domestic Marketing / Business Development

- Communication capture business via regular interaction like Phone, Emails, exhibitions, social media and frequent visits to domestic market for business development.
- Appoint agents/dealers in market.
- Arranging and active participation in exhibitions.
- Negotiation Skills Ability to negotiate with the customers, vendors, in depth knowledge of commercial activities.
- Marketing Research Carrying out effective research & intelligence into competitor products & other trends launched a new product, new policies and strong brand promotion by strong customer relationship to have upper hand on the Competitors and also expert in new market entry strategies.
- Deals with local customers like Govt. Utilities (Worldwide), Wind Mills manufacturers, Solar Industries, Wiring Harness Industries, Automobile Industries, Panel Builders, Consultant, Contractors etc.

Vendor and Product Development

- Identify vendors as per new product required by International & Domestic market, product up gradation, Product Launching, Promotion and Growth.

Key Skills

- International & Domestic Business Development, International & Domestic Sales and Marketing, Business Development Manager- Leadership, People Skill & Business Management, Vendor Development, Digital Marketing, Team Handling, New Product Development, Product Launching, Key Account Handling, Cross Cultural Communication Skill, Sales Management, Excellent Networking Abilities, Social Media Marketing, Strong Market Research, and Market Penetration, Computer & Internet Skill.

TECHNICAL SKILLS

Standards known:

DIN Standard for Electrical cable accessories	IS Standard for Electrical cable accessories
BS Standard for Electrical cable accessories	5S – Overall factory 5S activities & audits
ISO 9001:2015	Lean Management
IEC 61238 for Compression & mechanical connectors for power cables	

CORE COMPETENCIES

Lean Management	Price Calculation through design
Electrical Cable Accessories	Dealer/Distributor Management
Quality Assurance	Team Management
Crimping Tools Demo Management	5S Audit

SAP SD

CAREER HIGHLIGHTS

Since Sept. 2014 to Till Date

ELECTRO CRIMP CONTACTS (I) PVT. LTD. (NASHIK)

Company Profile: Electro Crimp Contacts (I) Pvt. Ltd. (ECC). ECC is engaged in manufacturing and marketing of world class quality Cable Lugs, Terminals, Connectors, Cable Glands, Battery Connectors, Flexible Connectors, DIN Rail Channels (MCB Channel), Friction Welded Bi - Metal Lugs and Connectors. Trading in all type of Crimping Tools, Cutters etc. from Haupa Germany.

- **Position** - Business Development Manager
- **Reporting To** - Chairman-Managing Director, Executive Director & CEO.
- **Role** – As a business development manager following are the responsibilities.
 - ✚ Heading Sales & Marketing department including team of 04 marketing people.
 - ✚ Preparation of offers and client relationship.
 - ✚ Active participation in government and private sector tenders as well as in online auction.
 - ✚ Active participation in execution of order till receipt of payment.
 - ✚ Handling of Export, import shipments & all documentation for export, import jobs.
 - ✚ Training to juniors.
- **Additional Role** –
 - ✚ Playing major role with management in participation of **national and international exhibitions**.
 - ✚ Successfully handled **Lean Management** 18 month's program, with government level different external audits.
 - ✚ 5S training to all staff & workers on weekly basis.
 - ✚ Handled 5S internal audits & external audits.
 - ✚ To sustain 5S activity keep tracking for regular 5S activity & taking surprise audits.

Dec'2013 to June'2014

NASHIK ENGINEERING CLUSTER (NEC) (NASHIK)

- **Role** – Marketing Executive

Dec'2012 to Dec'2013

KIMPLAS PIPING SYSTEMS LTD. (NASHIK)

- **Role** – Admin Executive

Feb'2007 to Dec'2012

TEKNOCRAT'S CONTROL SYSTEMS (I) PVT. LTD / TEKNOCRAT'S ACADEMY OF AUTOMATION & CONTROL TECHNOLOGY (NASHIK)

- **Role** – Admin Executive

June'2005 to Feb'2007

M/s VARDHAMAN FERTILIZER'S (NASHIK)

- **Role** – Account Executive

ACADEMIA

➤ Educational Qualification:

- **MBA/PGDMM**

Completed Post Graduate Diploma in Marketing Management from NMIMS (Narsee Monjee Institute of Management Studies).

- **Bachelor of Commerce**

Completed B. Com from K.T.H.M. College, Nasik in 2005.

- **Higher Secondary School Certificate**

Completed H.S.C. from K.T.H.M. College, Nasik.

- **Secondary School Certificate**

Completed S.S.C. from T. J. Chauhan Bytco High School, Nasik.

➤ Other Qualification:

- **Diploma in SCNA (Silicon Certified Network Administrator)**

- Completed one year diploma in IT Engineering.

- **Diploma in Mass Communication & Journalism**

- Completed Journalism from Y.C.M.O.U., Nashik in 2005.

- **Diploma In D.T.P. (Desktop Publishing)**

- Completed Graphic designing diploma in 2009.

- **Typing:**

- English 30 w.p.m
- Marathi 30 w.p.m.

- **Tally ERP / Tally Prime**

➤ Computer Skills:

- Completed MS-CIT
- Diploma in SCNA
- Diploma in Desktop Publishing (DTP)
- Diploma in Business Account (DBA)
- Diploma in Computer Account (DCA)
- OS know – Win 98 / 2000 / 2003 / 2007 / 2008, XP & Vista.

SPECIAL ACHIEVEMENT

- **National level best stall award in 36 sq. mtr. to our company at Elecrama 2018 exhibition (Stall designed by me)**
- National Computing Talent Search (NCTS) scholarship exam passed.
- State level achieved in Kho-Kho continually 3/4 years.
- Appreciation (Well done) cheques on seventh level.
- Project done on Mass Communication & Journalism.
- Seminar on working together works – outside training.

PERSONAL INFORMATION

- Date of birth : 15th Sept., 1984.
- Marital Status : Married.
- Language Known : English, Marathi & Hindi
- Permanent address : "Tulsi Residency", ASB-60, Flat No.4, Ashwin Nagar, Cidco, Nashik - 422009
- Passport No. : P9284195 (27/03/2017 to 26/03/2027)

PERSONAL STRENGTHS

- Highly Motivated.
- Sincerity & Hard working.
- Professional and positive approach
- Strong analytical and quick decision-making skills.
- Winning / Positive Attitude in achieving set targets.
- Ambition to excel in profession.

HOBBIES

- Social Work.
- Net surfing.
- Photography & Video shooting.

LANGUAGE KNOWN

English, Hindi, Marathi.

SALARY DETAIL

- Expected Salary : Negotiable (As per company rule)
- Preferred Location : Nashik.

DECLARATION

I hereby declare that the above particulars are true & correct to be best of my knowledge & brief.

Yours Faithfully

(Smita Arun Aher)