

PREETESH JAIN

MY PERSONAL INFO

Mobile No. : +91-9869413212

Email-id. : preetesh.j5@gmail.com

Residence Location : Mumbai, India

Education : B.E. - Instrumentation Engineer (Distinction - M.U.)



- A competent professional with 5+ years of value addition experience in B2B & B2C for **Marketing Strategies & Operations, Sales & Revenue Growth, Business Development, Key Account Management, Brand Management, Team Handling, Investor Acquisition**
- The sectors in which I have worked are Pharma Engineering, Food & Beverages, Luxury Real Estate, IoT Products, Services, Solutions In Global International Markets (US, EU, APAC, MEA)

COVER LETTER :

Dear Madam / Sir,

I am writing to express my interest for the Senior Marketing & Sales designated position in your esteemed organization, to meet ever changing business goals would like to present my resume for your review & consideration for the same.

- **Conceiving, developing and executing strategies** that drive revenues, growth, competitive market position , profits and shareholder value is what I do best. Throughout my career, I have successfully managed complex business functions/initiatives and achieved exceptional results, some of which include:
- **Leveraged skills in charting out sales & marketing strategies** and contributing towards enhancing business volume & growth and achieving profitability norms
- **Incisive acumen in maximizing organizational reach and market share** through the application of robust strategies effective pricing & excellent client relationship management
- **A strategist & implementer with recognized proficiency** in spearheading business to accomplish corporate plans and goals successfully
- **An accomplished business strategist and solution-oriented manager**, I thrive in challenging, fast-paced environments where my performance directly impacts the top line. In addition, I have excellent organizational leadership & decision-making skills that can make an immediate contribution to your operation & business development

PROFILE SUMMARY :

- **Hand-on experience in charting out marketing strategies** & contributing towards enhancing business volumes & growth & achieve profitability norms
- **Skilled in handling price strategies, competitor & Market Analysis**, New product roll-out, & Targeted Marketing
- **Expertise in Managing Development & Implementation of Sales Plans**, Handling Communication including ATL/BTL
- **An effective communicator & Team Leader with strong Analytical skills**, Problem Solving, Organizational abilities

AREAS OF EXPERTISE :

- **Managing Marketing Functions like Product Planning & Roadmaps**, Consultation & Business Development
- **Supervising the performance of Sub-ordinates**, with key emphasis on achieving Sales Revenue Targets
- **Developing Marketing Strategies to build Client Networks** & Drive Volume, Evaluating Marketing Budgets including new initiatives & ensuring adherences to planned executions of entire Sales Process & Lead to Conversion to Revenue
- **Conducting Competitor Analysis** keeping update of New Emerging Technologies & Competition to Market reach
- **Conceptualizing & Executing Sales Strategies** to increase the Brand & Product visibility, thereby preparing Management Level reporting on the company's Sales Operations, Revenue Estimation, & Performance Marketing
- **Accountable for setting-up the entire gamut of Marketing** from scratch, Go-To-Market Strategy, Revenue Growth

I look forward to a favourable response and would welcome an opportunity to schedule a meeting in order to discuss my candidature in greater detail; **Enclosure: Resume**

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CAREER GOAL : My aim is to learn, grow & excel by achieving the highest level of knowledge with experience & to utilize the same to be apart of success of an organization by adding value in a positive working culture, maintaining a healthy work life balance in the long term to achieve defined, focused goals in my professional career & personal life with persistence & resilience

PERSONAL KEY SKILLS:

- Interpersonal communication
- Lead Generation
- Improving sales-cycle
- Executing adept marketing strategies
- Fostering healthy client relationships
- Facilitating revenue growth

MY INTERESTS :

- Stock market trading
- Reading Non-fiction books

ORGANIZATIONAL EXPERIENCE :



PROFESSIONAL WORKING EXPERIENCE DETAILS :

Senior Marketing Manager (IoT Solutions, Services, & Products - International) August '21 - Present at Dotcom IoT; D&K Technologies Pvt. Ltd. (BKC - Mumbai)

- Responsible direct to the CEO, Directors & Management for the entire Global International Marketing & Sales Revenue of Organization
- Market Segmentation, Technical Sales of IoT Products, Solutions & Services as Embedded Hardware, Firmware, AI / ML/ Web / App / ERP
- Developing new markets based on the new emerging technologies & Smart Solutions in Fleet, Smart Building, Healthcare, Home Automation
- Investor Pitching for funding of Smart IoT Products, Strategic Alliances

Senior Manager (Luxury Real Estate - Fractional Investment Facilitation) Jan'21 - July '21 at Awespace Ventures Pvt. Ltd. (Andheri - Mumbai)

- Investment/Luxury Real Estate Percentage Ownership Facilitation, HNI, B2C, SME, B2B Marketing, Underwriting Properties, Land Parcels
- Investors' Portfolio Management in Luxury sector % Ownership
- Product Development, Sales Strategy Funnel Cycle, Deal Closures
- Customizing Investment Portfolio based on the ROI & Location

Senior Business Advisory (Food & Beverages - Franchise Management) Dec'19 - Mar'20 at Franchise India Brand Pvt. Ltd. (Andheri - Mumbai)

- Investor Portfolio Management & Brand Management, Franchise Management
- Developing Franchisees of top F & B Brands across India
- Investor Acquisition & Business Consultancy, Brand Presentations
- Market Intelligence, Competition Analysis of Brands

Technical Sales Engineer (Pharma - Engineering Instruments) Aug'16 - Nov'19 at Apex Chromatography Pvt. Ltd. (Andheri - Mumbai)

- Lead Generation, Cold Calling, Product demonstrations, Instruments Servicing
- Customized Quotation Requisition, Client Servicing & Long-term Relationship
- Key Account Management of top pharma companies in Mumbai, Gujarat & Hyd
- Deal Negotiation & Order closures within time, Technical Discussion with CxO's

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APEX
CHROMATOGRAPHY

Appreciate your time and consideration. I look forward to a favourable response. Hoping to hear from you soon..