

YOGIN SHAH

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SYNOPSIS

- A competent and result oriented marketing professional with 8+ years of work experience in marketing, branding and packaging.
- Expertise in designing Brand building activities for achieving the objectives of organization.
- Excellent relationship building & interpersonal skills with strong analytical, problem solving abilities.

WORK EXPERIENCE

TRUPTI PLASTICS (April 2019 – till date)
(Plastic Packaging Industry)

Job Profile: Product Development and Marketing, India

Key responsibilities

- Introducing latest product range and developing its growth.
- Supervising design and development and creating e-proofs for new sustainable product packaging using coral draw and photoshop.
- Planning and execution of traditional and digital branding programs.
- Managing timelines for order completion.
- Devising and using fruitful procurement sourcing strategies for company and clients.
- Discovering profitable suppliers and initiating organizational partnerships, to maintain costs and budgets.
- Managing the packaging of different products from varied industries.

Achievements

- Executed new online and offline branding programs increased the growth in sales by 20%.
- Found new suppliers negotiated with external vendors to secure advantageous term.
- Providing varied packaging solutions like plastic packaging, carton packaging and box packaging for companies like Total Packaging Pvt. Ltd (Plastic Packaging), City Shirts (Garment Box Packaging), Hem-Flex Cables (Copper Wire Roll Packaging).
- Planning and execution of products through supply chain till the product reaches the buyer.

TRUPTI PLASTICS (October 2017 – April 2019)
(Plastic Packaging Industry)

Job Profile: Business Head Sales and Marketing, India

Business Development

- Initiate contact with customers / users for developing leads and sales through direct and channel sales.
- Analyze & review the market response / requirements for evolving market segmentation & penetration strategies to achieve targets.
- Planning and execution of branding programs.
- Managing financial plan by reducing extra cost to the business.
- Strategize and work with designers to create social media engagement strategy for all products.
- Setup market place business (Flipkart, Amazon) for the company.

Team Management

- Managing Team functions viz. manpower planning, recruitment, performance appraisal, etc.
- Leading, mentoring & monitoring the performance of team members to ensure efficiency in business operations and meeting of individual & group targets.

Achievements

- Successfully implemented offers and schemes to clients and distributors leads to increase in sales and customers by 25% approximately.
- Planned and executed events and exhibitions in Mumbai.
- Successfully introduced new products range increasing turnover by 40% than before.
- Achieved 10% growth to company by getting direct clients through new digital and social media platform.

**FORD IMPEX (June 2015 – Sept 2017)
(Garment Industry)****Job Profile: Sr. Manager Sales and Marketing, Maharashtra****Key responsibilities**

- Planning and growing distribution channel in different parts of India.
- Consulting and sourcing different products for big retail stores situated in other cities.
- Execution of branding programs and initiated product photo shoot.
- Implement of online retail business by putting our brand on different online portals.
- Brainstorming and working with the team for new and innovative growth strategies for retail and online channels.
- Participating in trade fairs to study and identify latest trends and search for new vendors. Networking with suppliers and prospective customers.

Achievements

- Got new distributors and new states achieving in grow of sales.
- Sourced 11 different Products for new retail Store in Hyderabad.
- Handling the digital presence for the Indian apparel brands - Urban United, City Shirts and Fairro Clothing.
- Sourcing apparel and accessories for export orders across for buyers from Africa and Gulf countries.

**Magicrete Building Solutions Pvt. Limited (March 2013 – May 2015)
(Building Material Company)****Job Profile: Deputy Manager Sales and Marketing, Maharashtra****Key responsibilities**

- Appointment, management and development of channel partners.
- Driving sales through development and expansion of sales in Mumbai & other cities of Maharashtra.
- Ensuring brand visibility and execution of demand generation activity.
- Coaching, training and developing the team.
- Planning and execution of dealer and contractor loyalty programs.
- Planning and execution of Branding programs, exhibition and events.
- Introducing and driving sales of new products.

- Increasing overall profitability in new markets.
- Appointing Advertising Agency, planning and execution of new brand launch for Magicrete.

Achievements

- Established a distributor network across Mumbai, and other major cities of Maharashtra.
- Installed 600 shop boards and carried out in shop campaigns to boost demand.
- Achieved a 100% growth in sales over last year. Increasing the turnover from 8.4 cr to 17 cr annually.
- Planned and executed dealer loyalty program in order to promote exclusive dealers.
- Planned and executed events and exhibitions in Mumbai, Delhi and Surat.
- Planned, constructed and installed more than 1500 pre-cast toilets as a part of Swatch-Bharat campaign.

AC Nielsen Research Company (April-2012 - May 2012) **(Research Company)**

Job Profile: Internship

Key responsibilities

- Developed questionnaire for use in on site market survey.
- Collected and analyzed survey results.
- Utilized data to help companies understand what consumer want and helped facilitate effective decision making in future product decision.

Achievements

- Designed and developed different questionnaires for the company.
- Achieved 100% target of collecting data, analyzing and submission of reports.

ACADEMIC CREDENTIALS

Full time PGDBM in Marketing from Rizvi Management Institute – Mumbai in 2013

BMS from St. Rocks college of Commerce and Science (Mumbai University) in 2011

HSC from MK College of commerce (Mumbai University) in 2008

SSC from St. Francis D' Assisi High School (Maharashtra State Board) in 2006

PERSONAL DETAILS

Date of Birth:	22 nd October 1990
Address:	603, Al Abraj, Al Mahatta, Sharjah.
Language:	English, Hindi, Marathi and Gujarati
Marital Status:	Married