

# RITESH KANGUDE

## Marketing Co-Ordinator

Considerable background in Marketing with lead generation, e-mail marketing, event organization, territory management and search engine. Excel at creating new systems to improve efficiencies. Team Leader experienced in directing activities of workgroups. Develops strategies, provides training, sets goals and obtains team feedback. Excellent interpersonal and communication skills. Big picture focus with excellence in communicating goals and vision to succeed. Problem solver, networker and consensus builder.



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## WORK EXPERIENCE

### Marketing Co-Ordinator

Sonova Group

01/2023 - Present

Mumbai

#### Achievements/Tasks

- Planning and execution of Customer Events (B2B) and Product Launches.
- Planning and execution of In-clinic branding in collaboration with an agency.
- Weekly MIS (Reporting and Analysis) and Co-ordination of brand inputs and merchandising.
- Preparing a variety of different written communications, reports and documents as well as participating in team-building activities to enhance working relationships.
- Use Microsoft Word and other software tools to create documents and other communications.
- Use coordination and planning skills to achieve results according to schedule.

### Marketing Support Consultant- Team Leader

Perceptive Solutions Inc

05/2021 - 10/2022

Mumbai

#### Achievements/Tasks

- Field management, planning, building relationship, managing team.
- Developed and implemented marketing strategies to boost sales performance.
- Managed a team of 4 direct reports with a focus on individual growth as well as team success.
- Have basic knowledge of WordPress and Joomla.
- Created Systems/Sales Campaigns to boost customers acquisition, retention, and sales.
- Generated quality leads with proper email deliverability.
- Interviewed and Trained new candidates.
- Worked on Internal projects, managed organization's cultural stuffs and achieved effective communication with clients.
- Worked on several association management software (s) like i4a, Your membership, Memberclicks, CIVI/Joomla etc.

## EDUCATION

### Post Graduate Program

Imarticus Learning

08/2022 - Present

Mumbai

#### Courses

- Digital Marketing

### Bachelor Of Management Studies

University Of Mumbai

07/2018 - 05/2021

Mumbai

CGPA - 8.65 / GPA - 3.57

- Studied HRM, Finance and Business Management

## SKILLS

MS Office Package

WordPress

Joomla

CIVI/CRM

Canva

Association Management Software (AMS)

SAS

MIS

Lead Generation

Keyword Research

Email Marketing

Social Media and Content Management

Digital Marketing

Campaign Management

Event Management

Branding & Identity

## INTERNAL PROJECT

### AMS Support

Management HQ (MHQ)

12/2021 - 10/2022

Mumbai

#### Tasks/Achievements

- Managed web content, membership database, event organization, reports, calendar and more.
- Worked on several AMS systems such as i4a, Your Membership, Member-clicks etc.
- Provide Non-IT support.

## ACHIEVEMENTS

Head of department of hosting college festival and head of many intra-collegiate cultural events.

Performed in numerous dramas, skits, and mono acts in inter and intra collegiate competitions.

Sponsorship deals with food brands for college festival.

Worked as a Team leader at Perceptive Solutions Inc.

Got an opportunity to work at Swiss-based MNC company.

## LANGUAGES

English

Full Professional Proficiency

Marathi

Full Professional Proficiency

Hindi

Full Professional Proficiency