



KETKI DESHPANDE

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KEY AREAS OF WORK

- Brand Management
- Brand Activations
- Marketing Plan
- Market Research
- Content Planning
- Vendor management

CERTIFICATIONS

- Google Digital Unlocked
- Green Belt in Six Sigma
- AutoCAD
- Certification in Supply Chain Logistics

PERSONAL DETAILS

Age : 26 years

Nationality : Indian

Marital Status : Married

STRENGTH AND SKILLS

Good interpersonal communication and listening skills coupled with dedication and sincerity towards the assigned job.

COMPETENCIES

- Quick learner & adaptable
- Committed to meeting deadlines and schedules
- Leadership skills to handle and lead projects independently

Offering around 3 years of experience in Marketing and Operations. Driven and results-oriented; possess excellent communication, organizational and interpersonal skills; combined with a solid brand management and creative background. Highly adaptable and personable individual, with global perspective and exceptionally acute multicultural understanding.

Looking ahead to work in a professional growth oriented organization. Can thrive in a high-pressure environment, enjoying the challenges of meeting deadlines and work in a team management.

PROFESSIONAL QUALIFICATION

Post-Graduation in Operations from Welingkar Institute of Management Development and Research, Bangalore, India (2018) – **5.5/7 CGPA**

Bachelor in Civil Engineering from Yeshwantrao Chavan College of Engineering Nagpur, Maharashtra, India (2015) – **7.75/10 CGPA**

12th Grade (2011) – Maharashtra State Board – **77.67%**

10th Grade (2009) – Maharashtra State Board – **88.92%**

EMPLOYMENT DETAILS – SOBHA REALTY , DUBAI

Executive – Project Development

Sep 2020 to Dec 2020

Key responsibilities

- Conducted **Market research** on competitors projects by collecting, reviewing and evaluating data to produce statistical analysis and report on current market trends.
- Monitor the performance of Service providers against set KPI's and SLA's. Oversee direct communication with customer through CRM team.
- Assisted in developing and updating standard instruction documents / Procedures for the department and ensure effective discharge of departments functions.

EMPLOYMENT DETAILS – LODHA GROUP, INDIA

Associate Marketing Manager

Apr 2019 to Jan 2020

Key responsibilities

- End to end management of **Brand Campaigns** including content and creative management, monitoring, analysis and presentation.
- **Planning budgets, Updating and Maintaining quarterly spends.**
- Operational activities like processing **PO's and PR's in SAP**
- **Marketing collaterals management, Vendor management and Database management**
- Formulate overall **Marketing plan** for the Brands & **Content planning** for Social Media. .
- **Market Research** and Competitive Analysis.

EMPLOYMENT DETAILS – BOROSIL GLASS WORKS, INDIA

Senior Executive-Marketing & Sales

Feb 2018 to Feb 2019

Key responsibilities

- Supervised **Marketing and Operation** processes mainly Market research, PR activities, Sales, Payment collection & Collection of requisite statutory forms within stipulated due dates on a regular basis
- Collaborating with other departments to ensure **sales and marketing queries** are handled efficiently..
- Work closely with Warehouse Manager to manage the **Inventory status** according to given deadlines.
- Ensured increased market presence by following a regular and pre-approved tour itinerary in designated areas to OEM customers.
- Achieved **target sales**, as set by management, by tapping the market potential of product in the specific area assigned.
- Accomplished **Market Intelligence** activities like Identifying new customers & potential market areas in order to be abreast of any new development, project, and customer in the field.
- Handled **customer complaints** effectively & timely along with the QA team. Conducted root causes analysis and undertook preventive action to ensure full customer satisfaction.

EMPLOYMENT DETAILS – D THAKKAR CONSTRUCTION PVT LTD, INDIA

Trainee Jr. Civil Engineer

Dec 2015-May 2016

Key responsibilities

- Checked various tender tracking systems, both online and offline, to identify contracts which may be of interest for bidding or for market intelligence.
- Clarified bid conditions and monitored the bid management in order to ensure its alignment with the organization's requirements.

POST GRADUATION – SUMMER INTERNSHIP

VOLVO CE, Bangalore

Management Trainee

Mar 2017 – Jun 2017

Resource optimization study in warehouse: This involved complete analysis of Material handling process at the Volvo Construction Equipment's shop floor was done. All the issues and loop holes were completely studied and rectified using time study methodology and a new process was developed for the employees

MBA-LIVE PROJECT- GLOBAL CITIZEN LEADERSHIP (GCL)

Business Start-up -WICKED RIDE (Market Research) -

- Conducted Qualitative and Quantitative market research to know the market and competitors
- Carried out surveys-online and offline to check the feasibility of opening a new bike rental service for the company.
- Targeted customers /audience.
- Used various promotional channels such as online marketing, offline Catalogues/Pamphlet distribution.
- Rolled out marketing campaign by employing advertising and public relations to maximize the impact of the service.

ACHIEVEMENTS

- **Deputy Placement Secretary** in Welingkar Institute of Management, Bangalore
- **Organizer** of event in college cultural festival ANTAHEEN'14
- **CO-organizer** of event in college cultural festival ANTAHEEN'13
- **MOC (Master of Ceremony)** in **ROTARY CLUB (Downtown)** of CIVIL DPT., Nagpur