

# Harshit Dixit

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## OBJECTIVE

Looking to gain employment to utilize my abilities and skills in ensuring customers' needs are met.

I would like to take a position with some responsibility and room for growth. The key is with the right challenge I intend to continually contribute and grow with the company.

## SUMMARY

- Agile, result oriented Technical Marketer having 6 years of experience in OEM-EPC with an Industry Leader in INDIA.
- Expertise in tapping prospects, analyzing requirements, rendering technical guidance, commercial negotiation to the contract closure.
- Deft in managing the wide spectrum of tasks including Costing of product & services, advertisement, marketing content development and project budgeting & scheduling.
- Detail oriented effective communicator with excellent relationship building skills & exceptional abilities in devising marketing activities to accelerate the business growth.
- Functional Skills include:

**Strategy Planning**  
**Pre-sales Efforts**

**Market Analysis & Penetration**  
**Competitor Analysis**

**Account Management**  
**Team Leadership**

## Area of Expertise

### ***MILINDIA LTD., NOIDA (Engineer – reporting to HOD - April 2017 to present)***

*Incepted in 1986 with collaboration of G. Mazzone S.p.A; MILINDIA is one of the largest plant & equipment manufacturer & supplier company catering in the field of soap, detergent and allied industries.*

### **Role & Responsibilities**

- Develop new business opportunities with potential customers
- Presently responsible to deal with the enquiries from the customers based in the central, eastern & south western part of the Africa & Indian Customers.
- Understanding WIR ("What Is Required" / RFQ) - Meeting with customers to review their exact / specialized requirements, understanding them and communicating all solutions and technical information.
- Interface with clients about technologies, update information & Making technical concepts and solutions based on Customer requirement and application.
- Focused on achieving pre-defined sales target, forecasting, planning monthly & quarterly sales & executing them in given time frame.
- Sort out contracts and payment details with clients & arranging for delivery or installation of projects.
- Identify and develop new streams for revenue growth and maintaining relationships with customers to achieve repeat/ referral business.
- Utilize public information and personal network to develop marketing intelligence for generating leads.
- Analyze & review the market response/ requirements and communicating the same to the marketing teams for coming up new applications.
- Successful handover of Order to Project Team for Execution.
- Monitoring the Project during its execution & commissioning of equipment
- Generating MIS for follow-up & enquiries to work on.
- Develop relationships with key institutions in target organizations for business development.
- Evolve market segmentation & penetration strategies to achieve targets.
- Manage activities pertaining to negotiating/ finalization of deals (techno commercial) for smooth execution of sales & order processing. Provide technical service support to clients & resolving their issues/ concerns.
- Responsible for credit control & timely remittances from the market at initial stage.

## **MILINDIA LTD., NOIDA (Trainee Engineer – reporting to Technical Manager - October 2015 to April 2017)**

### **Role & Responsibilities**

- Prepare Standard Equipment List, Process Description in co-ordination with Design & Process Team
- Assisted Project Team in Plant Pre-Commissioning & commissioning.
- Making Project Profile, marketing content document, market analysis & customer data base, Equipment Description & Utility Comparison Charts.
- Worked with inter & intra department – with all the team members.
- Generating the PFD and Concept Layouts option in order to make clear understanding and Coordinating with vendors / customer and internal team in furnishing the detailed offer.
- Costing / Cost comparison / Pay back calculation for the evaluation of projects.
- Assisting Area coordinator

### **ACHIEVEMENTS**

- ✦ Participated in many business development activities across the globe.
- ✦ Majorly responsible / worked for the closure of many projects contributing to sales target. Visited overseas several time for the closure of multiple projects. Participated in conceptualization & execution of 50+ projects
- ✦ Able to penetrate / supply a project to a new country in the areas we are responsible.
- ✦ Participated in Corporate Trials for major Indian FMCG Conglomerates.
- ✦ Visited overseas several time for the closure of multiple projects.
- ✦ Worked as a key person to represent MIL in the below mentioned expos / conferences  
TANSDMA Expo, 2019, Chennai, Tamil Nadu, **INDIA** / PROPAK West Africa, 2019, Lagos, **Nigeria**  
6<sup>th</sup> Africa Oil Palm & Rubber Summit, 2019, Abidjan, **Ivory Coast** / Clean Expo, 2018, Moscow, **Russia**

### **ADDITIONAL INFORMATION & SKILLS**

- *Language:* English (Fluent) & Hindi (Native)
- *Certification Courses:* Note Taking for Business Professionals (Linked-In)
- *Auto-CAD* (Intermediate)
- *Community Services:* Contributing in 'Pragati Sheel Mahila Sansthan'(education of poor children) & 'Kisan Dainik' (hindi informative website on rural life)
- Effective communication & good interpersonal skills, Order Negotiation >> Techno-commercial Closeout
- Strongly believe in '**Learn & Grow**' & understand myself to '**Understand & Do person**'
- **Well-travelled(extensively to Africa) & positively adaptive to situation (food, locality++)**
- Won several prizes in debate at inter & intra school level

**Key Course:** - Note Taking for Business Professionals, Business-to-business Sales (Linked In)

**Business Skills:** - Lateral Thinking, Team Player, Communication, Professional Writing

**Technical Skills:** - Microsoft Office tools, Engineering tools like AUTO CAD

### **EDUCATION**

<i>Course</i>	<i>Year</i>	<i>Institute/Board</i>
B.Tech	2015	Lovely Professional University, Jalandhar
SSC	2010	St' Marry Inter College, Etawah (U.P.), CBSE Board
HSC	2008	St' Marry Inter College, Etawah (U.P.), CBSE Board

### **PERSONAL DETAILS**

DOB : April, 22 1992  
Marital status : Married  
Driving License : LMV / MCWG  
Hobbies : Listening Music & Cooking  
Permanent Address : Village Rohini, Kanpur Dehat-209715

### **DECLARATION**

I hereby declare that information furnished above is true to the best of my knowledge.

DATE: 28/07/2021

PLACE: NOIDA

HARSHIT DIXIT