

# MOHIT WALIA

Sr. Marketing executive

8219157194



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Address - Himachal Pradesh



## SUMMARY

Highly motivated and professional Sr. Marketing Executive with over 2 and half years of experience providing high-level support to Marketing manager . Proficient in marketing strategies, exhibition , media planning and events, handling confidential documents, and communicating with internal and external stakeholder . Possess exceptional communication and interpersonal skills with a proven ability to work independently and as part of a team.

## EDUCATION

### MASTER OF BUSINESS ADMINISTRATION (2020- 2022)

- Himachal Pradesh university , Shimla
- CGPA : 71.68
- Specialization in Marketing & Human Resource Management

### BACHELOR OF BUSINESS ADMINISTRATION

- Govt. post Graduate collage Dhalaria
- CGPA - 7.30

### HIMACHAL PRRADESH BOARD OF SCHOOL EDUCATION

- 12TH - 73%
- 10TH - 77%

## CERTIFICATIONS

- E-value Education Institute Vocational Training - Excel ( MS Office )
- Marketing Strategy : Framework Great Learning
- CRM Domestic Non- Voice Skill India

## SKILLS

- Strong organizational and time-management skills
- Exceptional communication and interpersonal skills
- Ability to work independently and as part of a team Detail-oriented and able to handle multiple tasks simultaneously
- Excel and PowerPoint

## PROFESSIONAL EXPERIENCE

### Sr. Marketing Executive

Pravek kalp Pvt Ltd ( Branch of DS Group ) | 2023 - Present

- Conducting online market research and developed data on excel & PowerPoint.
- Develop and implement marketing strategies to promote product, including target audience identification, pricing, and positioning.
- oversee Marketing activities ,to reach a wider audience and maximize brand exposure
- Lead and manage a marketing team to execute plan & activities and achieve marketing goal.
- Allocated POP materials to sales officers and monitored their proper usage.
- Managed Vender relationship and negotiations.
- Develop a comprehensive marketing strategy specifically tailored to exhibition.
- Oversee the design and setup of the exhibition booth, ensuring effectively showcases the company products.
- Coordinate the procurement team and distribution of promotional materials such as brochures ,flyers and pamphlets ,that will be used at exhibition.
- Capture contact information and potential lead during the exhibition
- Collecting data and feedback during the exhibition to evaluate its success.
- Prepare post exhibition reports for senior management.

### Marketing Executive

INDIAMART INTERMESH PVT.LTD.

- Planning developing and implementing effective marketing communication strategy.
- Gather feedback from customers or prospects and share with internal teams.
- Handling documents and preparing contracts for clients. Negotiate/close deals and handle complaints or objections.

## LANGUAGE

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- Hindi
- English
- Punjabi

## HOBBIES

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- Playing kabaddi
- Travelling
- Google surfing
- Video editing

## JCBL GROUP JAN 2022 - FEB 2022

### Marketing management internship

I was working as marketing intern at JCBL corporate limited.

- My role and responsibilities was:
- Collecting the effective data for the organization
- Work on different tasks provided by the managers
- Managing Social media advertisements.