

# Madhur Wani

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## Work experience

Sr. Executive 2016-08 - 2018-02

Godrej & Boyce Mfg. Co. Ltd.

- 1) Handling institutional sales and B2C sales for Maharashtra and Goa.
- 2) Distribution channel management.
- 3) Direct Dealer Management and key account management.
- 4) New product planning and placement.
- 5) Handling all the local area marketing activities such as branding , promotion, display boards etc.
- 6) Executing ATL (Above The Line) and BTL (Below The Line) activities.
- 7) Organizing events for the influencer such as Distributor meet, Retailer meet , Carpenter meet, architect and other cluster meets as a part of demand generation activities.
- 8) New product launch events, strategies, initiatives and promotion.

## Education

Bachelor of Business Administration 2013-06 - 2016-04

Mitsom college, Pune

With 67% in the field of marketing from Savitribai Phule Pune University.

Higher Secondary School Certificate 2011-07 - 2012-06

Talent Higher Secondary School

With 67% from Madhya Pradesh Board of Secondary Education

Secondary School Certificate 2009-07 - 2010-04

National Public School

With 7.0 CGPA from Central Board of Secondary Education

## Personal Details

- Date of Birth -30/09/1994
- Hobbies- Playing Outdoor Games
  - Cooking
  - Listening to Music
- Languages- English (Read/Write/Speak)
  - Hindi (Read/Write/Speak)
  - Marathi (Read/Speak)

## Extra Curricular Activities

- 1) July 2015, Business Simulation conducted by MITSOM College in collaboration with Capsim, USA
- 2) August 2015, Business Simulation conducted by MITSOM College in collaboration with IBIZSIM, Germany
- 3) January 2014, 2015, 2016 volunteer in Bharatiya Chhatra Sansad organized by MIT Group of Institution, Pune
- 4) September 30, 2015 volunteer in Town Hall Programme organized by USA Embassy with collaboration of MIT Group of Institution, Pune
- 5) Represented in Various National and State Tournaments in Taekwondo.

## IT Skills

- Microsoft Office (Word, Power Point, Excel, Outlook)
- DRS (Dealer Replenishment System)
- BAAN

## Reference

- 1) Mr. Darshan Oswal  
Flat No 604 Sayali Gardens, Aundh ,  
Pune  
Mob. No. -9156900009
- 2) Gayatri Kamat  
Flat No. 304 Dhawalgiri App., Model  
Colony, Pune  
Mob No. - 9881116706