

# Amey Tawde

## MBA in Marketing

Dynamic MBA graduate with a specialization in marketing, backed by nine months of hands-on sales experience. Eager to transition into a marketing role where I can apply my fresh insights and practical skills to drive innovative campaigns and contribute to organizational success.



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## WORK EXPERIENCE

### Fenesta Building Systems

#### Channel Manager (July 24-Present)

- Provided outstanding customer service and support to dealers, contractors, and architects, handling inquiries, resolving issues, and maintaining high satisfaction levels.
- Met monthly sales goals for the Mumbai Metropolitan Region.
- Analyzed competitor activities to discover opportunities for differentiating our products and strategies with respect to aluminium and UPVC products.
- Performed technical inspections of construction sites to verify compliance with installation protocols.

### Saint Gobain-Gyproc

#### Sales Trainee (June'23-March'24)

- Providing exceptional customer service and support to dealers, contractors, and architects, addressing inquiries, resolving issues, and ensuring high levels of satisfaction.
- Conducted in-depth market analysis and research to identify emerging trends, opportunities, and competitive threats, informing strategic decision-making and resource allocation.
- Achieving monthly sales of Gurgaon, Faridabad region of Delhi NCR.
- Monitored competitor activities closely to identify opportunities for differentiation within our offerings or approach.
- Conducted market research projects in different geographies which includes Chennai, Pune and Delhi.
- Providing strategy for increasing the market share after conducting the research.
- Assisting in technical inspection of construction sites whether protocol is followed or not while installation of materials.

### SBI Funds Management Ltd. (MBA Summer Internship)

#### Summer Intern (May '22- June '22)

- Project Title- Perception of investors with respect to investing in mutual funds in Mumbai Suburban.
- A survey was conducted by visiting branches of private sector banks like HDFC and ICICI bank to understand 2 things.
- Most preferred channel to invest in mutual funds.
- Most preferred mode for investment in mutual fund.

## PROJECTS

- Delhi - Stakeholder Mapping & Competition Analysis
- Pune - Gypsum Plaster Shop Share Calculation & Strategy Development
- Chennai - Gypserra Market Share Calculation & Growth Strategy formulation
- Mumbai – Gypblock Market Share Calculation.
- Assessing The Most Impactful Marketing Strategies For Gen Z

## CERTIFICATIONS

- Sales management Certificate (Great Learning)
- Team building and Effective Leadership (XIMR certification)
- Product Marketing Certificate (Great Learning)
- Luxury Marketing (XIMR Certification)

## SKILLS

- Ideation
- Public speaking
- Marketing Strategies
- Sales Pitch
- Team Work
- Presentation
- Market Research
- Relationship Building

## EDUCATION

- **MBA in Marketing** (Xavier's Institute of Management and Research-2021-2023)
- **Bachelors in Science - Zoology** (D.G. Ruparel College-2017-2020)

## LANGUAGES

- English
- Hindi
- Marathi

## TOOLS

- Canva
- MS Office

## INTERESTS

- Travel
- Fitness
- Biking
- Video Game