



MANSI GUNJAR

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CAREER OBJECTIVE

- To be apart of an organization that would help me in endless journey of my career To demonstrate commitment through actions
- directed towards the growth of the organisation and in- turn towards personal development.

ABOUT ME

- Marketing Manager adept at developing and executing comprehensive marketing strategies to increase brand awareness, drive channel partners engagement, and achieve business objectives.
- I completed my PGDM program at DES' IMDR, Pune with a focus in Marketing and Business Analytics.

EDUCATION	WORK EXPERIENCE
Post Graduation Diploma in Management (PGDM) IMDR, Pune 2021-2023 PGDCA Barkatullah University, Bhopal 2020-2021 Bachelors in Commerce Bhopal School of Social Sciences, Bhopal 2017-2020 STRENGTHS • Team Player • Leadership • Communication Skills • Adaptability • Positive Approach • Self Motivated SKILLS • MS excel, MS word, PowerPoint • Programming Language C++ • Visual Basics • Oracle • Web Designing • Event Management • Content Strategy • Branding	TATA Capital. Tata Capital Housing Finance MUMBAI Aug'24- currently • Led a cross-functional team, collaborating with creative, sales, and product teams to drive marketing initiatives • Oversaw multi-channel marketing campaigns across digital platforms, print media, and events, ensuring timely execution and optimized performance. • Created and implemented integrated marketing plans, aligning them with company goals and market trends • Organized events and exhibitions to identify growth opportunities. Building relationships with external partners, influencers, and vendors. • Crafting comprehensive marketing plans to achieve business goals. TATA Capital. Tata Capital Housing Finance BHOPAL May'23 - July'24 • Lead a team of sales professionals to consistently achieve and exceed sales targets. • Conducted customer segmentation analysis, enabling the development of targeted marketing strategies. • Developed and maintained comprehensive reports and dashboards, facilitating real-time monitoring of key performance indicators. • Utilized SQL and Excel to analyze large datasets, providing valuable insights into customer behavior and market trends. • Collaborate with cross-functional teams to ensure alignment between sales, marketing, and product development. • Identified new business opportunities, cultivate relationships with direct selling agents and builders and negotiated contracts. Asset Synthesis Pvt. Ltd Marketing Research Analyst Intern - Peer to Peer lending (finzy) PUNE Jan'22 - July'22 • Collaborate with the marketing team to coordinate and execute various marketing campaigns across multiple channels. • Conduct market research to identify trends, competitor activities, and potential opportunities. • Assist in the development and management of content for digital platforms, including social media, websites, and email campaigns. • Support the planning and execution of events, trade shows, and other promotional activities. • Monitor and analyze key performance indicators (KPIs) to assess the effectiveness of marketing strategies. • Assist in the creation of marketing materials, including presentations, brochures, and advertisements. • Contribute to brainstorming sessions for new ideas and initiatives to enhance the company's marketing efforts.

CERTIFICATION

- Certification in SAP. Business Analysis Fundamentals 2022.
- The Complete Digital Marketing Course. Introduction to MySQL.
- Introduction to R. Brand management:
- Build long lasting brands. Certificate Program in Banking Finance
- Insurance from Bajaj FinServ.
- Fundamentals of Digital Marketing from Google Digital Garage.