

Priyank Mahajan

Marketing Executive with more than 6 years experience in India and UK - Coventry, United Kingdom

W: <http://www.worky.com/priyank-mahajan>

Am Marketing Executive with good knowledge an experience of data mining, proof reading and copywriting, Using Google analytics and SEo

Priyank Mahajan's Professional Experience

2011 - 2012 **AG Pharma Health Ltd. - Marketing Executive (Intern)**

liaising and networking with a range of stakeholders, e.g. customers, colleagues, suppliers and partner organisations;
communicating with target audiences and managing customer relationships;
managing the production of marketing materials, including leaflets, posters, flyers, newsletters and e-newsletters and DVDs;
writing and proofreading copy;
liaising with designers and printers;
arranging for the effective distribution of marketing materials;
maintaining and updating customer databases;
organising and attending events such as conferences, seminars, receptions and exhibitions.

Key Skills Marketing, Networking

2006 - 2010 **Top Gear Autmart. - Business Manager**

Selected Contributions:

- Responsible for collecting market data and evaluating information from diverse market sources.
- Analysing qualitative & quantitative information to support and review new and existing marketing and sales strategies.

Duties:

- Creating and produce market research reports on specific products and markets.
- Making recommendations to senior managers based upon research findings.
- Having to deal with press, trade and customer enquiries.
- Defining target markets and opportunities within them.
- Processing and analysing raw data into reports for senior managers.
- Work with external data suppliers regarding data accuracy and integrity.
- Responsible for the development of client reports on current trends.
- Making sure that methods of data collection are effectively and accurate.
- Designing effective questionnaires based on activity objectives and market knowledge.

Key Skills & Competencies:

- Can coordinating qualitative research studies like one-on-one or focus groups.
- Confident telephone manner and face to face skills when doing research.
- Comprehensive knowledge of Word, Excel, PowerPoint.
- Ability to work well with numbers and analyze complex data.
- Following 'best practice' in research design and documentation.
- Knowledge of consumer behaviour and why they buy certain brands.
- In-depth knowledge of market research tools and databases.
- Ability to work in a structured and organised manner.
- Experience of quantitative and qualitative research.
- Confidently communicate market research insights to influence business

Key Skills confident telephone manner, data, EXCEL, market knowledge, Marketing, Powerpoint, Reports

2003 - 2006 **Cal- test Dianostics - Marketing Business Assistant Manager**

Selected Contribution:

- Developing a marketing team to implement strategy & delivering on objectives.
- Design, implement & facilitate an effective local & national marketing strategy.
- Carrying out effective research & intelligence into competitor products & other trends.
- Constantly improving business development activities.
- Overseeing and managing financial budgets.
- Manage daily activities with PR, press and marketing communications agencies.
- Develop partnerships & relationships with third parties to meet strategic objectives.
- Identifying key marketing opportunities. Making sure that campaigns run to deadline and on budget.
- Setting the scope, implementation, management & reviews of marketing campaigns.

Key Skills Business Development, Marketing, strategy

Priyank Mahajan's Education and Qualifications

2011 **Bachelor/Degree - MBA, General Management (2011)**
Coventry University

2006 **Bachelor/Degree - B.Science, Mathematics**
Punjab University

Bachelor/Degree - B.Science, Mathematics
First Class (2006), Punjab University

Priyank Mahajan's Additional Information

Links

Personal Website - <http://priyankpmahajan.blogspot.com/>

Linkedin Profile - <http://www.linkedin.com/pub/priyank-mahajan/23/10a/71a>
