

Resume

Personal Details

Name : Yogita Rajesh jaiswal

Gender: Female

Current Address: Near Dr D Y
Patil college Newale Wasti Chikali
Pune - 411062

DOB: 24 Sept 1981

Email: yogitayograjaiswal@gmail.com

Contact: 9850991056/ 8010044620

Career Objective:-

Results-driven and strategically focused Sales and Business Development Manager with over 21 years of experience in driving revenue growth, expanding market presence, and building high-performance sales teams

Professional Qualification:-

Education	University/College Name	Year of Passing	Marks (%)
B.com	Amaravati University	2001	62.00
HSC	Vidhyabharti college Amaravati	1998	54.00
SSC	M.B Asharam Karanja	1996	64.00

Work Experience

COMPANY NAME : Godrej Foods Pvt Ltd

Duration: jan 2003 to june 2007

Location : Pune

Role : TSI

- Managed primary and secondary sales operations as TSI for Godrej Foods
- Worked for Modern and general trade.
- Market management : Implementation trades load ,consumer promotions , display contents , merchandising templates

COMPANY NAME : MccCain Foods Pvt Ltd

Duration: Aug 2007 to March 2014

Location : Pune / PCMC

Role : Sales Officer

- Worked for Modern and general trade.
- Handled area Pune and PCMC appointed distributors on same location
- To implement the area growth agenda and plans in my territory .
- Market management : Implementation trades load ,consumer promotions , display contents , merchandising templates .
- Exploring potential business revenues and managing Marketing and sales activity for achieving the business target
- Handling Distributors/ Dealers
- Distributor and retail scheme execution and delivery of value stream wise target number on weekly / monthly / yearly wise.

COMPANY NAME : Aabad Food Pvt Ltd

Duration: May 2014 to jan 2022

Location : Pune & PCMC

Role : Area Sales Manager

- Handled Primary and Secondary Sale.
- Expansion and consolidation of Sales & Distributor network.
- Achievement of brand wise sales and distribution target .
- Monthly revenue forecasting & insure timely collection for assigned territory .
- Merchandising and Coordination of promotional activities .
- Distributor management were the key responsibilities.
- Execution of sales and promotional plans .
- Achievement of sales targets , control , guiding and motivating sales team were the key responsibilities

COMPANY NAME : Sunder Biscuit & Namkeen

Duration: Feb 2022 to Mrach 2024

Location : Pune & Rest of Maharashtra

Role : RSM

- Developed and executed regional sales strategies to meet and exceed revenue targets across Pune Kolhapur,Solapur , Nashik ,Aurangabad , Nagpur resulting in sustained business growth.
- Efficiently managed and developed Super Stockist networks to ensure smooth product flow, optimum inventory levels and timely order fulfillment across the region
- Managed a team of Seven ,Territory Sales Incharges (TSIs) and Sales Officers, focusing on performance monitoring, training, and team motivation to drive excellence.

- Implemented data-driven market analysis and competitor tracking to optimize product placement, pricing, and promotional activities.
- Collaborated with cross-functional teams including marketing, supply chain, and finance to ensure smooth execution of regional plans

COMPANY NAME : Myan Food Pvt Ltd

Duration: April 2024 till Working

Location : Pune & Rest of Maharashtra

Role : RSM

- Executed regional sales strategies to consistently exceed targets and drive growth.
- Led and coached a team of TSIs and Sales Officers for peak performance.
- Launched new products effectively through seeding and distributor engagement.
- Conducted regular market visits to strengthen trade relationships and gain insights.
- Coordinated with marketing, supply chain, and finance for smooth operations.
- Used market and competitor data to optimize pricing, placement, and promotions.
- Expanded distributor and retail networks, boosting outlet reach and sale
- Maintained market hygiene by enforcing trade discipline and reducing stock ageing.

Professional Certification:-

- MS- CIT (Good Knowledge for Excel)
- Tally

Declaration:-

I hereby declare that the information provided by me is true to the best of my knowledge and belief.

Date:

Place: Pune

(Yogita Jaiswal)
