



Shambhavi Masal.

Marketing Executive

PROFILE SUMMARY

As a Marketing Executive at Winn Foods, I lead BTL activation and marketing initiatives across multiple regions, focusing on brand visibility and consumer engagement. My role encompasses planning and implementing sampling activities, managing GT and MT promoters, and overseeing promotional events such as exhibitions and trade shows. With a Master's degree in Marketing from Zeal Institute of Business Administration, I bring a structured approach to offline marketing and BTL activations. My work includes coordinating shop board installations, distributing POSM materials, and enhancing online presence through social media scheduling. I am dedicated to driving campaign performance and delivering actionable insights for continuous improvement.

EDUCATION

2020	MBA/PGDM Pune University
2018	BCA Sinhgad Business School, Pune
2015	XIIth English
2013	Xth Marathi

WORK EXPERIENCE

Dec 2024 - Jan 2026	Marketing Executive Adinath Agro Processed Foods As a Marketing Executive at Winn Foods, I lead BTL activation and marketing initiatives across multiple regions, focusing on brand visibility and consumer engagement. My role encompasses planning and implementing sampling activities, managing GT and MT promoters, and overseeing promotional events such as exhibitions and trade shows. With a Master's degree in Marketing from Zeal Institute of Business Administration, I bring a structured approach to offline marketing and BTL activations. My work includes coordinating shop board installations, distributing POSM materials, and enhancing online presence through social media scheduling. I am dedicated to driving campaign performance and delivering actionable insights for continuous improvement.
Jan 2023 - Dec 2024	Marketing Associate Yewale Amruttulya PVT . LTD .

PERSONAL INFORMATION

- Email
shambhavimasal@gmail.com
- Mobile
(+91) 9309129754
- Total work experience
3 Years 0 Month

KEY SKILLS

- btl activation
- promoter activities
- brand promotion
- promotions
- events
- exhibitions
- trade shows
- marketing research
- competitors analysis

OTHER PERSONAL DETAILS

- City
Pune
- Country
INDIA

LANGUAGES

- English
- Marathi

- Hindi

CURRENT COMPANY PROFILE. Company Name: Yewale Amruttulya PVT. LTD. Department: Marketing Designation: Marketing Associate As a Marketing Associate for our exciting new shop launch, I am tasked with orchestrating a dynamic marketing campaign to ensure a successful and impactful opening. Leveraging my expertise, I will spearhead an outdoor marketing initiative, strategically placing banners and signage for heightened visibility. In tandem, I will curate a memorable opening event, collaborating closely with the owner to align the festivities with our brand vision. My role also involves seamless coordination with vendors, ensuring timely deliveries and captivating product displays. Through effective communication and strategic planning, I aim to create a cohesive and compelling launch that not only resonates with our target audience but also positions our new shop for long-term success.

INTERNSHIP

92
Days

SAAS Event

Projects

59 Days

Sports Managment System

I have created sports management system project in vb.net language.

COURSES & CERTIFICATIONS

- DIGITAL MARKERTING