

ANUDEEP HEGDE

ASSISTANT MANAGER
SALES & MARKETING

CONTACT

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PROFILE SUMMARY

Results-driven Sales & Marketing professional with experience in domestic and international markets. Proficient in sales lifecycle management, business development, client relations, and cross-functional coordination. Strong communicator with a strategic mindset and a track record of driving growth and executing high-impact initiatives.

EDUCATION

JUNE 2018

MASTER OF BUSINESS
ADMINISTRATION (HR)

- MET Institute of Management, Nashik
- CGPA 7.6

MAY 2015

B.Y.K. COLLEGE OF COMMERCE,
NASHIK

- Bachelor of Business Management
- 52%

SKILLS

- Business Development
- Client Relationship Management
- Techno-commercial Operations
- Market Research & Analysis
- Communication
- Team Work
- Event Management & Trade Show Execution
- Cross-functional Collaboration
- Microsoft Excel
- Microsoft PPT

WORK EXPERIENCE

Vasudha Chemicals Pvt. Ltd.

Assistant Manager Sales & Marketing

APRIL 2024-

PRESENT

- Spearheading strategic growth in both domestic and international markets through targeted business development efforts.
- Managing the entire sales cycle from lead generation and inquiry handling to pricing negotiations and order fulfilment.
- Developing and maintaining strong client relationships via ongoing engagement and post-sales support.
- Leading go-to-market strategies for new product launches in coordination with R&D and marketing teams.
- Executing market penetration initiatives and identifying growth opportunities in untapped segments.
- Monitoring monthly sales targets.
- Streamlining inventory management and collaborating with supply chain teams for demand forecasting.
- Handling key accounts, managing tenders, contract negotiations, and sales forecasting.
- Leading and mentoring junior sales staff, ensuring high performance and development.
- Represented Company in business conference.
- Assisted in the digital marketing of products through online campaigns and promotional activities.
- Representing the company in trade shows and exhibitions. (Chem Expo 2023, 2024 & 2025 / CPHI 2024)

Vasudha Chemicals Pvt. Ltd.
Senior Executive-Sales & Marketing

APRIL 2022-
MARCH 2024

- Led sales promotion and business development for pharmaexcipients and specialty chemicals across multiple sectors (pharma, cosmetics, personal care, home care, industrial).
- Handled customer inquiries, prepared quotations, followed up for purchase orders, and coordinated with the commercial team for documentation.
- Conducted customer need assessments and collaborated with R&D for new product development and channel management.
- Coordinated with production, supply chain, inventory, and finance departments to ensure seamless sales operations.
- Managed international sales including client handling and export documentation.
- Oversaw techno-commercial functions such as pricing strategies, tender participation, and sales forecasting.
- Performed competitor analysis and market research to identify trends and product gaps.
- Coordinated product trials and onboarding of new clients through technical support.
- Addressed and resolved customer complaints promptly, ensuring high satisfaction levels.

Vasudha Chemicals Pvt. Ltd.
Executive Sales & Marketing

OCTOBER 2020-
MARCH 2022

- Managed complete sales cycle including handling customer inquiries, quotation creation, and follow-ups for purchase orders.
- Coordinated order forwarding to ensure smooth internal processing and documentation.
- Monitored dispatch schedules to ensure timely delivery and provided real-time updates to clients.
- Maintained strong relationships with existing clients through regular consultation and support.
- Handled documentation including sales records, invoices, dispatch notes, and client communications.
- Executed sales order processing, purchase orders, stock transfers, delivery challans, and sales invoices.
- Resolved customer complaints with professionalism and ensured quick turnaround time.
- Demonstrated effective verbal and written communication, proactively updating internal and external stakeholders.
- Adapted to additional tasks and responsibilities assigned periodically to support cross-functional needs.

Vasudha Chemicals Pvt. Ltd.
HR Executive

OCTOBER 2019-
SEPTEMBER 2020

- Creating and updating HR policies and procedures.
 - Manage the entire recruitment lifecycle, from initial contact to offer negotiation and on boarding support.
 - Maintaining a positive work environment and handling grievances.
 - Managing salaries and employee benefit programs.
 - Ensuring compliance with labour laws and internal company policies.
 - Promoting health and safety standards at the workplace.
 - Organizing activities to boost morale and retention.
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- Supporting organizational goals through workforce planning.
 - Monitoring and evaluating employee performance.
 - Maintained daily HR administrative tasks.
 - Incorporated HRMS setup (Spine HR).
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Stella Industries
Junior HR Executive

JUNE 2018 -
SEPTEMBER 2019

- Hiring the right talent and ensuring smooth onboarding with necessary training.
 - Maintained employee records and personal files, ensuring data accuracy and confidentiality.
 - Preparing salary breakup as per interview assessment sheet.
 - Addressing employee concerns.
 - Assisting in Payroll
 - Ensuring a safe and healthy work environment.
 - Aligning workforce planning.
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Ceat Tyres Ltd.
Summer Internship

MAY-JULY 2017

- As a Human Resources Management intern assessed various human resource policies of the company and worked on redesigning of SOP & PFD.
 - Assisted in Recruitment & training process.
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