

Cover Letter

You are looking for an asset to your organization-someone who has proven ability to identify and engage with high-potential and niche clients, who can build robust sales pipelines, and effectively drive conversions.

To achieve measurable business results, you need exponential growth in your market. That potential lies in the untapped audience, and they are often "cold or warm leads". They are unaware of the most critical problem they are facing and that needs to resolve at utmost urgency to unlock opportunities for their growth.

You need someone "skilled" enough to create a conducive environment to encourage your client to open-up and find the "bullseye" of the market. This is a rare breed candidate!

Hello, this is Suhas Kaviskar, looking for an opportunity in a "Business Development" role.

Resume

- **Business Development** (Marketing Campaigns)
- **Strategy** (Project Design & Implementation)
- **Customer experiences** (Complaints & SOP Design)
- **Influencer Marketing** (Architect & Interior Designer)
- **Branding** (Marketing Communications)

Asian Paints. Jun 2013 to: May 2019.

Pune & Mumbai. **6 years**

Designation: Colour Academy Technologist

Reporting To: - Executive - Home Solutions (Professional Painting Service) for 1 year.
 - Executive - Colour Academy (Product training campaign - Marketing) for 2.5 years
 - Training and Technical Content Manager - (Marketing) for 1.5 years.

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| Core | <ul style="list-style-type: none"> - Business Development <ul style="list-style-type: none"> - Product training campaigns to create a positive word-of-mouth. - Prospecting, Lead – qualification and generation, Product feedback to brands - Strategy expansion. Digital advertising campaign. |
| Products | <ul style="list-style-type: none"> - Decorative Paints, Wall Textures, Wall coverings, Waterproofing, wood coating - Basic Painting course, Upskilling courses of aforementioned product categories. |
| Client Type | <ul style="list-style-type: none"> - Painting contractors, Head Painters. - Opportunity-driven candidates from a specific socio-economic background |
| People Worked with | <ul style="list-style-type: none"> - Team - Training associate (2), Admin (1), Painter (1), Intern (2) - Agency & Partners - Labournet, TISS, Fishtree films and design (Ogilvy), E&Y - Cross functional Interaction – Sales (Retail & Project), Brand teams, Services. |
| Highlights | <ul style="list-style-type: none"> - Received “on-the-spot” confirmation immediately after the ribbon cutting ceremony of the training facility. built within an impressive timeline. - Managed overall training campaigns aligned with the strategic objectives. - Prospected on the ground through road shows, dealer nominations and through mobilization partners. Trained more than 3,000 unique applicators. - Actively involved with the brand team for creating a digital advertising campaign. - Supported the central team in various audits (both internal and external). - Received a role in the central strategy team at the head office |

(April 2018 to: May 2019.)

Mumbai. **(1year)**

CSR officer **reporting to** CSR Manager – (Corporate Social Responsibility)

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| Core | <ul style="list-style-type: none"> - Strategy (Project Design and its Implementation.) |
| People Worked with | <ul style="list-style-type: none"> - Agencies - That'z it, Samhita, Satv, Orangeradius, Introupe - Partners - Make a wish, HelpAge, WOTR, World Vision, Piramal Swasthya, etc. - Cross functional Interaction - Legal, Accounts, Finance, Company secretariate, Marketing, Corporate Communication, CEO office. |
| Task performed | <ul style="list-style-type: none"> - Designed projects in alignment with the strategy to achieve high "SROI." - Conducted the screening of implementation partners. - Facilitated MOU signings, handled objections, and managed negotiations. - Designed & Implemented employee volunteering activities for Head office. - Provided support for internal-external communications. |
| Achievement | <ul style="list-style-type: none"> - Invested around 8 crore of CSR funds aligned with the strategy. |

Urban Company. June 2019 to: Nov 2019.

Mumbai. **6 months.**

Trainer **reporting to** Category Head – (Professional Painting Service)

Creating Spaces. Dec 2019 to: May 2022.

Mumbai. **2.5 years.**

Self-employed– (Professional Painting Service)

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| Core | <ul style="list-style-type: none"> - Customer experiences (Complaints & SOP design.) - Business Development <ul style="list-style-type: none"> - Launch with on-ground activations, digital media campaigns and telesales. - Influencer Marketing |
| Products | - Decorative Paints, Wall Textures, Wall coverings, Waterproofing, wood coating |
| Client Type | <ul style="list-style-type: none"> - B2C - Proud homeowners residing in their own property, <ul style="list-style-type: none"> - who value quality and are willing to invest in it. (Hot) - who want the best solution for their house but are unaware of one (Warm) - unaware of how to properly take care of their homes (Cold) - B2C - Aspiring homebuyers are often unaware of solutions for homecare. (Cold) - Architect & Interior Designer, Paint companies for Influencer Marketing |
| Team | - Supervisor (1), Head Painters (4), partner (1) |
| Highlights | <ul style="list-style-type: none"> - Designed and delivered 100 hours of delightful customer experience by SOP. - Executed on-ground targeted marketing activations in premium housing societies. - Finished four mid-sized projects within the first three months of the launch. - Ran a successful digital campaign featuring nine different colours during Navratri. - Delivered compelling presentations & provided well-curated collaterals to AIDs - Tracked metrics such as engagement, conversions, and influencer-driven leads. - Decorated the walls of India's top women's handbag brand owner (AID Lead) |

Multichem Group. June 2022 to: Dec 2022.

Mumbai. **6 moths**

Marketing & Sales Manager **reporting to** the director

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| Core | <ul style="list-style-type: none"> - Business Development - Influencer Marketing, Lead Generation & conversion. - Branding (Marketing Communication.) |
| Products | - Waterproofing, Protective coating |
| Client Type | <ul style="list-style-type: none"> - Architect & Interior Designer, Real Estate, contracting firms (A listed) - Govt bodies (MMRDA, MSRDC, BMC), Manufacturing facilities (MIDCs) |
| Achievement | - Coordinated and followed up with MSRDC, Bandra, secured a presentation slot, and delivered it to senior engineers alongside the director. |

S. S. Financial Services. Jan 2023 to: Aug 2023.

Mumbai. **9 moths**

Marketing & Sales Manager **reporting to** the director

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| Task performed | - Outbound telesales, On-ground cold calling, Email Marketing |
| Learnings | - There are creative ways to collaborate with clients instead of relying solely on aggressive cold calling and excessive follow-ups. |

Ammar Agency. Aug 2023 to: Sep 2024.

Mumbai. **1 year**

Business Development (Influencer Marketing, Lead Generation & conversion.)
Marketing & Sales Manager **reporting to** the director

Mumbai.

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|-----------------------|---|
| Task performed | <ul style="list-style-type: none"> - Outbound telesales, On-ground cold calling, and email marketing. - Worked with a software development agency to build the CRM Sales app. - Managed the floor coating application, technical building, Mumbai Coastal Road. - Managed Branding / Marketing communication. |
| Achievement | <ul style="list-style-type: none"> - Created a company presentation for global management visits of Sika, including Asia-Pacific Head, CEO, CFO, and MD-India, appreciated by all attendees. |

Suhas Kaviskar. 31st Jan 1990. Reachable at +91 8698845858, suhas.kaviskar@gmail.com, Mumbai.

B. Tech in Industrial Engineering

project at Think Gas focused on solving HCV operations using the Vehicle Routing Problem (VRP).

Diploma in Paint Application Technology

Completed internships at Kansai Nerolac and AkzoNobel Car Refinishes.

Career Aspirations: Want to bring value innovation for long term delightful customer journey.

Deeply observe people's emotions and approach them with genuine empathy, it enables to communicate effectively, understand their challenges, and with persistence, able to discover creative ways to address their needs and aspirations.

To know more, please read my story "Happy & Calm", on my LinkedIn - <https://www.linkedin.com/pulse/happy-calm-suhas-kaviskar-rqeaf/>