



NAVNEET PALIWAL

MBA | 2022-24

ACADEMIC QUALIFICATIONS

Year	Qualification	Institute	% / CGPA
2022-24	MBA	Indian Institute of Management Rohtak	5.19
2017-20	B.Sc.(CS)	Aishwarya College of Education	59.65 %
2016-17	Class XII (CBSE)	Central Academy School, Jodhpur	78.80 %
2014-15	Class X (CBSE)	Central Academy School, Jodhpur	87.40 %

PROFESSIONAL EXPERIENCE

DS Group Catch Spices	Management Associate- Marketing	May 24 – Present
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- Conducted market visits across Delhi NCR, **mapping competitor/customer/retailer sentiments** to identify market gaps.
- Designed and executed primary research**, gathering insights on customer/retailer perceptions, enabling brand strategies.
- Presented findings on brand perception issues and implemented solutions to address concerns, improving brand positioning.
- Led social media campaigns, achieving **80% Instagram follower growth** through awareness/engagement/redirect campaigns.
- Activated **80+ influencers** and executed CSR/Weather API campaign, driving localized engagement and visibility.
- Collaborated with agencies to resolve brand challenges, deploying innovative campaigns to enhance awareness and relevance.

PSV Polymers (P) LTD.	Sales Manager	Jan 21 – May 22
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- Managed and grew relations with clients and agents globally/locally in **Guar Gum Market-(India-UK-Netherland-Germany)**
- Leveraged Secondary/Primary research and analyzed market trends to **capture emerging MSMEs** for market development
- Conducted **BTL** activities like **trade shows** to market & forge relationships with the decision-makers in the **B2B market**
- Designed and headed **CRM dashboards** to resolve real-time queries during the process of sales of manufactured goods
- Organized regular **vendor meetings/social events** for community building/regular check-ins/issue concerns & gather feedback
- Executed series of strategies to identify and negotiate with key decision makers to achieve record sales of **INR 3 Crores** in FY22

INTERNSHIP

OLA Electrics Technologies (P) LTD.	Sales and Operation Strategy	Apr 23 – June 23
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- Audited ECs, created **SOPs**, implemented daily **target-setting**, planning, and evaluation exercises, and created L&D content
- Planned monthly targets for **500+ Experience Centre (EC)** by evaluating Market Potential/Store Capacity/Store Maturity
- Designed Service Card** to automate query resolution by including KPIs like Request generation, Delivery marking, Query status
- Resolved day-to-day queries on an urgent basis by collaborating with cross-functional teams through the **Leadsquared CRM** tool

INDUSTRIAL LIVE PROJECT

Management Consulting Intern, Takshashila Consulting	<ul style="list-style-type: none"> Leveraged Market research skills to identify key industry trends in Chemical industry Spearheaded the creation of compelling & data-driven pitch deck under industry experts Synthesized data, identified key stakeholders' pain points to formulate recommendations Presented actionable recommendations to the senior leadership team (Pidilite Pvt. Ltd.) 	2023
Strategy and Growth Consultant, WhatIf Studio	<ul style="list-style-type: none"> Conducted Market Surveys on 80+ women to gauge their clothing-related attitudes Conducted research about the Value Chain and the Competitors of the company Recommended fusion wear strategies to increase footfall & capture existing customers Planned on immediate Demographic/Geographies to target & enhance Brand presence 	2022
Business Development Intern, Podium Pro	<ul style="list-style-type: none"> Interacted 40 industry experts to gauge the size of Content Writing/Education Sector Compiled Industry reports with research & presented the same to industry experts Coordinated with GTM team to execute the findings on LinkedIn/Instagram platform Increased the reach/impressions on Instagram through Digital Marketing campaigns 	2022

ACADEMIC PROJECTS

Haryana Government/IIM Rohtak	<ul style="list-style-type: none"> Analyzed Skill Development Programs & Startup Ecosystem of Hisar District (Haryana) Developed Consumer Confidence Index through Interviews/GDs identify key policy gaps Interacted with Labour Unions, 10 ITIs, 10 MSMEs & 80 youths to form suggestions 	2022
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POSITIONS OF RESPONSIBILITY

Coordinator, Sports Committee IIM Rohtak	<ul style="list-style-type: none"> Headed and coordinated Intra/Inter college sporting events, handling 2000+crowd Marketed sports events through social media campaigns and other means of outreach Managed sports inventory and facilitated with administration to address key issues 	2022-23
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ACHIEVEMENTS & EXTRA-CURRICULARS

Competitions	<ul style="list-style-type: none"> National Finalist in Aditya Birla Show Stopper Competition among~11,000 participants Proposed #SangamSip (Beer mixer) to AbInBev as a new complementary product Secured 1st position by leading Volleyball team in Inter College Sports Tournament 	2022 2023 2018
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