

Kabul Singh Rajput

Senior Marketing Manager



PROFESSIONAL SUMMARY

A competent professional with 11 years of experience in marketing management, buying, merchandising, procurement of fresh categories, sales & marketing, and vendor management. Hands-on experience in managing merchandising, promotional events, working capital management, budgeting, space management, and so on facilitated in achieving top-line profitability operations for the organization via various new brand launches & continuous activation of existing products. With a passion for innovation and a deep understanding of consumer behavior, committed to developing and implementing marketing strategies that exceed business objectives and drive long-term success. Focusing strongly on customer experience and a data-driven approach, I am confident in my ability to drive business success and contribute to the growth of any organization.

SKILLS

- ✓ Product development and launch
- ✓ Customer relationship management
- ✓ Team leadership and management
- ✓ Sourcing and procurement
- ✓ Budget management and forecasting
- ✓ Event planning and management
- ✓ Market research and analysis
- ✓ Brand management and development
- ✓ Strategic marketing planning and execution

PROFESSIONAL EXPERIENCE

Kasmade Krishi Kalyan Pvt Ltd

State Head- Marketing and Sourcing | Sep 2022 - Present

Jaipur, India

- Develop and maintain a strong brand image and reputation in the market among key traders
- Work with farmer producer companies and organizations (FPCs & FPOs) for National Sourcing
- Manage budgets and allocate resources effectively to achieve marketing and sourcing goals
- Collaborate with cross-functional teams to ensure alignment of marketing and sourcing strategies
- Provide leadership and guidance to marketing and sourcing teams.
- Ensure compliance with regulatory and legal requirements
- Analyze and report on marketing and sourcing performance metrics

63Ideas Infolabs Pvt Ltd (Ninjacart)

Cluster Head | Mar 2022 - Aug 2022

Kota & Nashik, India

- Providing guidance and support to team members to achieve individual and team targets
- Worked with farmer producer companies and organizations (FPCs & FPOs) for national sourcing and trade financing
- Promotion of ninja app among trade partners and FPCs
- Develop and maintain relationships with key clients and stakeholders to enhance business partnerships
- Developing and implementing training programs to enhance team members' skills and knowledge
- Leading and managing a team of professionals to achieve cluster objectives
- Prepare and present reports on performance, financials, and other relevant metrics to senior management

OM International

Head- Import & Marketing | May 2020 - Mar 2022

Jaipur, India

- Develop and implement import and marketing strategies to achieve business objectives
- Manage and oversee the import process, including sourcing, negotiating, and coordinating with suppliers and freight forwarders
- Build and maintain relationships with key stakeholders, including customers, vendors, and industry partners
- Retail tie-ups with modern and traditional retail stores
- Collaborate with cross-functional teams, including sales, product development, and finance, to ensure alignment and achieve business goals
- Conduct market research and analysis to identify new opportunities and trends
- Stay up-to-date with industry trends, regulations, and best practices to ensure compliance and competitive advantage

Samunnati Agro Solutions Pvt Ltd

Business Development Manager | May 2019 - Jan 2020

Chandigarh, India

- Worked with farmer producer companies and organizations (FPCs & FPOs) for apple sourcing in HP and Kashmir region
- Develop and maintain relationships with key clients and stakeholders to enhance business partnerships and customer satisfaction
- Modern retail & traditional retail buyer tie-ups for trade finance
- Collaborate with cross-functional teams to ensure successful project execution
- Identify and pursue new business opportunities and partnerships, negotiate contracts and agreements with clients and partners
- Ensuring timely and accurate reporting to senior management, analyzing market trends, and identifying opportunities for growth

Global Sourcing & Procurement Consolidation INC

National Marketing Manager | Jan 2019 - May 2019

Mumbai, India

- Attend industry conferences and events to network and promote the company's brand and offerings
- Develop and implement national marketing strategies and campaigns to increase brand awareness and drive sales
- Build and maintain relationships with key stakeholders, vendors, and retail partners
- Ensure brand consistency across all marketing channels and touchpoints
- Manage and oversee the import process, including sourcing, negotiating, and coordinating with suppliers and freight forwarders

SCS Agribusiness Consultants Pvt Ltd

Marketing & Research Manager | Oct 2013 - Nov 2018

Gurgaon, India

- Client communications for overall project implementation, team orientation & activation. Interaction with clients to understand their goals in Indian/identified markets
- Stay up-to-date with industry trends, regulations, and best practices to ensure compliance and competitive advantage
- Promotion and marketing campaign/work are undertaken for clients like Washington Apple Commission, California Walnut Commission, USA Pears, Food Export USA - Midwest & Northeast, Western US Agricultural Trade Association, etc. All these clients are now well established in the Indian market with their generic brand presence and value with their respective products
- Travel throughout India, participation, and representation at trade shows for interaction with key trade partners
- European clients included the Hazelnut Promotion Board - Turkey, International Prunes Association - France, International Olive Council - Spain, the Italian Olive Council, etc. Both the Olive Oil projects were EU (European Union) projects. The EU and the Ministry of Agriculture, Govt. of Italy jointly funded the Italian project. All these projects were highly successful in the Indian market and it well established the respective products
- A special area of expertise is in developing and successfully implementing market entry strategies for international food companies and brands through market research, buyer tie-ups, supply chain interventions, and retail promotions
- Closely worked with Agricultural and Processed Food Products Export Development Authority (APEDA) and other Indian exporters for marketing of Indian produce and food products at Fruit Logistica, Berlin, Asia Fruit Logistica, Hong Kong, Asia Fruit Logistica, Bangkok
- Develop a strategy and plan action to achieve the goal set. Understand rules and processes for the usage of the fund [as per the country-specific regulations o E.g. for USDA (US Dept. of Agriculture) funded activities gain in-depth knowledge about MAP (Market Access Program), GBI (Global Broad-based Initiative) funding programs Work with third-party vendors, as required, in the process

Hindustan Broadcasting (HBC News)

Copy Editor & Research Assistance | Apr 2012 - Jul 2013

Jaipur, India

- Maintain a high level of attention to detail and accuracy in all work
- Use software tools and resources to enhance the editing and research process
- Conduct research to verify facts, sources, and information in written content
- Edit and proofread written content for grammar, spelling, punctuation, and style consistency
- Assist with data analysis and presentation of findings
- Fact-check and proofread content for errors and inconsistencies
- Provide feedback and suggestions for improving content
- Conduct interviews and gather information from sources

EDUCATION

Master in Business Administration | Jaipur National University

International Business Management - Jaipur National University | Jun 2021

Jaipur, India

Bachelor of Arts | Shobhit University

English Honours - Shobhit Institute of Engineering & Technology | May 2014

Meerut, India

CERTIFICATIONS

Certification in Growth hacking and Performance marketing

LANGUAGES

- English - Bilingual or Proficient (C2)
- Hindi - Bilingual or Proficient (C2)
- Marwari & Haryanvi - Bilingual or Proficient (C2)
- Marathi - Upper intermediate (B2)
- Punjabi - Upper intermediate (B2)
- Gujarati - Upper intermediate (B2)

CONTACT

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