

# SHIWANI NAVANATH GONDHALEKAR

(+91)9765927937 ✉ shiwanigondhalekar.sg@gmail.com

## CAREER OBJECTIVE

---

To obtain a position that challenges me and provides me the opportunity to reach my full potential professionally and personally utilizing my abilities and years of experience in your organization and one in which practices collaborative leadership, integrity and honesty.

## INDUSTRY EXPERIENCE

---

### Transworld Furtichem Pvt. Ltd.

Mar 2022 - Present

#### *Officer – Sales & Marketing (Sales Co-ordinator)*

- **Marketing Activities**

- Compilation of all farmer data in one file received from various exhibitions and meetings
- Product promotion to the farmers through daily calls, sending product informative greetings on farmers groups
- Prepare and share the content for daily product informative greetings
- To look after designing brochures, pamphlets, flyers, banners and all type of marketing material for sales team.
- Develop, Identify and Hire vendors for design, printing, and distributing marketing materials in various states
- Design brand names for new products and product ranges.
- Start to end coordination with packaging manufacturers includes designing, content checking as per FCO book, material delivery etc.
- Event planning for new product launch, farmer meetings, dealer meetings, exhibitions across India.
- Appointing vendors for event organizer, printing of marketing material, installing the stalls etc.
- Negotiating and finalizing the rates and making sure everything is organized as required by the team.
- Arranging dispatch of marketing material to marketing team i.e. Shirt, T-shirts, Diaries, Raincoats, Dealer Forms, Brochures, etc.
- Social Media
  - Content writing for online promotion
  - Designing of display material
  - Manage social media promotion through Facebook, Instagram, twitter etc.

- **Handling E-Commerce Website**

Looking after product sales through e-commerce channels- promotion, dispatch and packaging etc.

- **Amazon**

- Scheduling the orders
- Arranging dispatch of scheduled orders
- Sending generated invoice to accounts team
- Preparing monthly Amazon sales report, Transaction report and Statement view report and sending to accounts team

- **Kisan E- Store**

- Arranging dispatch of orders to post office
- Taking Invoice of respective order from accounts team
- Sending Tax Invoice and Parcel Receipt to Kisan- E store members

- **Field Sense - Tracking Software**

- Sending Daily attendance report on whatsapp group
- Tracking Visits, route and distance of all users
- Sending Visits report on Whatsapp group at EOD
- Preparing Monthly Distance Kms report of all users and sending it to concern person
- Sending Distance kms report to respective state account team
- Solving their issues by taking their mobile remote
- Preparing monthly attendance report and sending it to HR
- Escalating distance kms report with their claimed and software kms and preparing difference report

- **Others**

- Making Purchas Order of Water Soluble Products and related material and sending to respective vendor, follow up with vendors upto orders get dispatch.
- Compilation of all data related to import of material in one sheet. i.e. Companies, rates and contact details
- Maintaining/ checking stock report of packaging material and issuing purchase order with approval.

***Agronomist and Sales Executive***

- Responsible for growing Leafy and vine crops, Cultivation of exotic crops
- Responsible for making nutrient for various stages of crops
- Responsible for giving training to customers after installation of Farm
- Clarifying doubts of customers about growing and nutrient
- Maintaining records
- Responsible for assigning the calls and daily follow-up of customers
- Responsible for making Performa Invoice and Quotations according to customers requirement
- Attending site visit with customers

**EDUCATION**

---

<b>Bachelor of Agriculture 8.42CGPA</b>	<b>2019</b>
Dr. Balasaheb Sawant Konkan Krishi Vidyapeeth, Dapoli	
<b>HSC 76.15%</b>	<b>2015</b>
A.G. Highschool and Jr. Science College, Dapoli (Konkan Board)	
<b>SSC 88.00%</b>	<b>2013</b>
Dnyandeep Vidya Mandir, Dapoli (Konkan Board)	

**PRACTICAL SKILLS & STRENGTHS**

---

**Management Skills:** Team Handling, Monetoring, Leadership, Communication, Customer Service, Growing, Documentation, problem solving.

**Software & Tools:** SAP ERP, CRM, Max Track

**Soft Skills:** Leadership, Adaptability, Time management, Interpersonal communication

## **ACHIEVEMENTS**

---

Certificate of Appreciation in 'NCC Parade' Organized by COA,Dapoli .  
Certificate of Participation for 'NSS Camp' organized by COA, Dapoli.

## **HOBBIES**

---

Singing, dancing, drawing, painting

## **LANGUAGES KNOWN**

---

English, Hindi, Marathi