

# NANDINI PAWAR

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 Pune, India |

## PROFESSIONAL SUMMARY

Results-driven Marketing and Business Development professional with 4+ years of experience across diverse sectors including retail, SaaS, and FMCG. Proven expertise in market research, sales strategy, and customer engagement. Adept at leveraging data-driven insights to drive growth, improve ROI, and enhance client satisfaction. Skilled in cross-functional leadership and certified in key business domains.

## EDUCATION

MBA – Savitribai Phule Pune University, 2024  
PGDM in International Business – BMCC, Pune, 2022  
B.Com (Cost & Accounting) – BMCC, Pune University, 2021

## CERTIFICATIONS

- SAP – Sales & Distribution
- Cost and Accounting
- Sales Management
- Company Secretary (Foundation)

## PROFESSIONAL EXPERIENCE

- Team Lead / Department Manager

Decathlon Pvt. Ltd, Pune | Jun 2024 – Present

- Lead a team of 18 staff across retail operations, ensuring seamless coordination.
- Managed stock inventory to maintain availability and minimize shrinkage.
- Cultivated strong customer relationships, improving brand loyalty.
- Collaborated on product innovation with internal brand teams.
- Spearheaded digital initiatives for e-commerce, boosting online engagement.

- Analyst / Business Development Manager

Machintel Systems Pvt. Ltd, Pune | Feb 2024 – May 2024

- Identified growth opportunities through client needs analysis.

- Executed sales campaigns via cold calling, client meetings, and tailored pitches.
- Strengthened strategic relationships to enhance market footprint.
- Sales Executive (Internship)

Kellonava (Kellogg's) | May 2023 – Jul 2023

- Opened 48+ new outlets and moved 58,980+ product units in 750+ stores.
- Rolled out regional marketing strategies to drive customer acquisition.
- Marketing Analyst

Emploitech | Aug 2021 – Apr 2023

- Led performance-focused marketing campaigns with 20% ROI improvement.
- Enhanced email engagement (30% open rate, 20% CTR).
- Designed customer surveys leading to 26% increase in satisfaction metrics.

## SOCIAL CONTRIBUTIONS

Volunteer Educator – Idhant Sustainable Education Foundation | 2017 – Present  
Educating underprivileged children weekly for 7+ years; promoting educational equity.

## ACHIEVEMENTS

- National-Level Athlete
- Top Performer – SAS Challenge
- Best Sports Representative – Rotary Club, Pune District 3131
- Winner – Miss Fresher Title

## EXTRACURRICULARS

- Event Coordinator – Decathlon Play Events
- Secretary – Rotaract Club, Sai Balaji Education Society (2023–24)
- General Secretary & PT Leader – BMCC (2019–20)