

# **GANESH GOPALA MAGAR**

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**Date of Birth:** 16<sup>th</sup> September 1999



## **PROFILE**

To work in a challenging environment that provides opportunities for learning and growth, where my professional skills and knowledge can contribute effectively to the company's success.

## **WORK EXPERIENCE**

### **Product Executive (PMT) - RV Lifesciences Ltd.**

**Oct 2023-Present**

- Working with the product management team to roll out product-level strategies and promotion initiatives supporting business growth.
- Developing promotional materials such as visual aids, brochures, LBL (leave behind literature), catch covers, posters, brand reminder cards, calendar, Dangler, digital campaigns, and more.
- Working closely with cross-functional teams, including Sales, Regulatory Affairs (RA), R&D, Packaging & Development, Purchase, Manufacturing, and Quality functions, to ensure effective execution of product launch and lifecycle management plans.
- Supporting the launch of new products, conducting market research, competitive analysis, SWOT analysis, and defining the target audience (STP).
- Managing product forecasting, pipeline strategy, and end-to-end product lifecycle, including market research, competitor analysis, brand planning, and growth-oriented strategies.
- Organizing customer-oriented campaigns and special activities for priority products.
- Motivating the sales team and conducting product training sessions for the field force through detailing videos.
- Collaborate with external vendors for the timely creation and distribution of marketing materials, ensuring quality and adherence to brand guidelines.
- Ensuring the timely allocation of monthly promotional inputs and coordinating with the distribution team to deliver these inputs to the field force on time.
- Conducting fieldwork every month to understand the overall market and the promotion of products.
- Following up with the field force to ensure monthly sales targets are consistently achieved.

### **Management Trainee (Marketing)-Anuh Pharma Ltd, Mumbai**

**March 2023-Sept 2023**

- Support marketing in executing promotion plans, product launches, and preparing review/target data.
- Manage customer relationships through regular follow-ups and support, while coordinating timely dispatch and documentation of product samples to international clients.
- Analyze sales data to identify trends, track product performance, and support decision-making.
- Maintain customer records and documentation (COA, CDA, sales orders, etc.) & other compliance-related files.
- Conduct market research on global trends, customer needs, and competitor activities.
- Collaborate with cross-functional teams such as Production, QA, QC, Logistics, RA, R&D, Packaging, and Manufacturing to ensure smooth execution of marketing activities.

## EDUCATION

|  |           |   |                        |
|--|-----------|---|------------------------|
| MBA (Marketing and Business Analytics) | 2020-2022 | Akemi Business school,Pune University                                   | 77.09%, Grade:(8.3/10) |
| BSC(Chemistry)                         | 2017-2020 | Govt.Vidharbha institute of science and humanities ,Amravati university | 75.03%, Grade:(8.0/10) |
| HSC (Class XII)                        | 2015-2017 | Mahatma Fule school,Deulgaon Mali                                       | 73.69%                 |
| SSC (Class X)                          | 2014-2015 | Mahatma Fule school,Deulgaon Mali                                       | 87.60%                 |

## SKILLS

- Technical Skills:** Proficient in graphic design and video editing tools, including Canva (poster and artwork design, video editing), Clipchamp, Filmora and DaVinci Resolve.
- Product and Brand Management:** Expertise in market research, data analysis, and product lifecycle management.
- Communication & Creativity:** Strong presentation skills and innovative in promotional material design.
- Teamwork & Leadership:** Effective in team collaboration, people management, and driving results.

## CERTIFICATIONS

- Data Analyst-skillup
- Advanced Excel -elearnmarkets
- Digital Marketing-CXO Forest & Google

## COMPUTER KNOWLEDGE

- Maharashtra state certification in information technology (MS-CIT) Diploma in computer with 94 %

## LANGUAGES

- English
- Hindi
- Marathi

## HOBBIES

Playing Cricket  
Travelling  
Listening to music