



VADAN VALA

PRODUCT EXECUTIVE

- DATE OF BIRTH: Dec 1993
- NATIONALITY: Indian
- STATUS: Single

PERSONAL PROFILE

Extremely motivated to constantly develop my skills and grow professionally. I am confident in my ability to come up with interesting ideas for unforgettable marketing campaigns.

LANGUAGES

- English
- Hindi
- Gujarati

PERSONAL SKILLS

- Problem Solving
- Creative Thinking
- Multitasking

CONTACT

 /vadanvala

 vadanvala@gmail.com

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 www.vadanvala.com

ACADEMIC CREDENTIALS:

Doctor of Philosophy - PhD

B. K. School of Business Management, GU
PURSUING

Post Graduate in Digital Marketing and Branding NIIT

2018-2019

Masters in Business Administration (M.B.A.)

B. K. School of Business Management, GU
2015-2017

Bachelors in Engineering (B.E.)

Hasmukh Goswami College of Engineering, GTU
2011-2015

CERTIFICATIONS:

• Google Academy :

- Google Analytics Individual Qualification
- Google Ads Fundamentals
- Google Ads Display Certification
- Google Ads Mobile Certification
- Google Ads Search Certification
- Google Ads Video Certification
- Shopping ads Certification
- Digital Sales Certification

• Ahmadabad Management Association :

- Film Production and Management Certification

SOFTWARE

- Adobe Premiere Pro
- Adobe Spark
- Canva
- Google Ads
- Google Analytics
- IBM SPSS
- Mailchimp
- Microsoft Office
- Microsoft Outlook
- Prezi
- Wix

AREAS OF EXPERTISE

- Product Management
- Brand Development
- Strategy Planning
- Team Management
- Digital Marketing
- Website Development
- Advertisement
- Video Editing
- Film Making
- Market Research

REFERENCES

- **Mr. Vimal Vangani**
General Manager
NovaSogo Trading LLC,
UAE
+971 555918142
- **Mr. Mathew Joseph**
Business Development
Manager
Blue Star Ltd.,
UAE
+971 501750625

WORK EXPERIENCE

Digital Marketing Intern

Bombay School of Advertising, Mumbai

JUNE 2019 - AUGUST 2019

- Having Responsibility of managing key accounts
- Work with team to brainstorm new and innovative growth strategies
- Having Responsibility to develop and monitor google ad campaign as per client's budget
- Developing Website and activation with Search engine optimization

Product Executive

Sands International, Dubai

AUGUST 2017 - JUNE 2018

- Having Responsibility of KENT RO Water Purifier brand in UAE, Bahrain, Oman, Qatar, and KSA.
- Having Responsibility of Accessories brands like Nova, Genius, Toshiba, Strontium, Promate, I-mego, Rivacase, Sandberg, etc. in Kuwait, Qatar, Bahrain, Oman, KSA, UAE.
- Activating distribution of the brand in different channels such as modern retail, online retail, Independent Dealers and door-to-door sales.
- Procurement and order management by using tools like OPSI.
- Application of marketing strategies for brand awareness and maximizing sales.
- Managing relationship with Vendors and customers (trade partners).
- Handling export and import of products by dealing with the logistics team.
- Motivating and training to sales team including promoters and merchandisers to increase sales.
- Offering promotions to increase sales.
- Providing marketing and sales tools to the sales team.
- Providing knowledge and training to the sales team about the products.

Intern

TDI International India (P) Limited, Mumbai

JUNE 2017 - AUGUST 2016

- Having Responsibility of Data Mining and lead generations for Alibaba