

# SAUMIL PARESH SHAH

503, Sharaton Heights, Dr Charat Singh Colony, Chakala, Andheri(E), Mumbai-400093  
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Date of Birth: 02 December, 1992.

## WORK EXPERIENCE

### Premier Electrosystems, Mumbai

Feb 2018 to Current

#### Manager- Design

- ◆ In charge of the design of electronic testing instruments. Was responsible for business development and client acquisition for the company's product line.
- ◆ Responsible for lead generation and pitching products to customers in order to sell and upsell products and services.
- ◆ Gained overall business exposure by working with the product development team, marketing team and commercial team.

### Blue Star Ltd., Mumbai

May 2016 to Feb 2018

#### Senior Sales Executive

- ◆ Handled channel sales for consumer durables in Mumbai and Thane area which included key distributors, retailers and SSD's.
- ◆ Responsible for generating institutional and corporate sales.
- ◆ Managed the marketing and BTL promotional activities to generate visibility for the brand.
- ◆ Converted key clients like Kellogg's, BARC, SDL, and PSL Ltd.

## ACADEMIC PROFILE

Degree	Institute / School	Board	Year	Results
MMS	K. J. Somaiya Institute of Management Studies and Research	Mumbai University	2016	2.9/4 (CGPA)
B.E. (Computer)	Rajiv Gandhi Institute of Technology	Mumbai University	2014	69%
Diploma (Computer)	Shri Bhagubhai Mafatlal Polytechnic	Mumbai University	2011	84%
SSC	St. John the Evangelist High School	Maharashtra State Board	2008	85%

## KEY PROJECTS

- ◆ **Summer Internship at Ajackus Consultancy:**  
Conducted a detailed market research and analysis of potential clientele for "Feedato" and "Carbon Pro". Undertook strategic initiatives for business development and thereby had an impressive conversion rate
- ◆ **Project intern at McDonalds India (Hardcastle Restaurants Pvt. Ltd.):**  
Location impact analysis of McDonald's outlet at Fun Republic, Andheri W with two key objectives:  
1. Understanding consumer buying behavior and preferences  
2. Viability of a new outlet in the vicinity
- ◆ **Digital and social media marketing for SRL Laboratories:**  
Handled the Twitter, Facebook, Instagram, Youtube, and Quora account of SRL Laboratories. Increased their digital footprint by 200%.

## ACTIVITIES

### Positions of Responsibility

- ◆ Member of the 'Forum of Operations Research and Supply chain Enthusiasts' and 'Guest Lecture Committee'
- ◆ Team Leader in the project "i-Industry" (Final year diploma project) developed for Steigen Pharma Pvt. Ltd.

### Extra-Curricular Activities

- ◆ Volunteered at PETA (People for the Ethical Treatment of Animals)
- ◆ Won the meritorious position in the Maths Olympiad organized by Talent Search Institute, India