

SUNIL HARKAL

Sales & Marketing Trainee | FMCG & Consumer Durables | GT/MT | Electricals & Appliances

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CAREER OBJECTIVE

Dynamic marketing professional with a strong foundation in FMCG and consumer durables, focused on GT/MT execution, distributor handling, and rural retail expansion. Eager to drive growth in electricals, appliances, and construction solutions through impactful sales initiatives and brand visibility.

WORK EXPERIENCE

Business Development Executive | Karthik Agro

Aug - Nov 2025

- Developing new pharma-grade ethanol markets for Karthik Agro Industry.
- Leading research and business development for pharma-grade ethanol clients.
- Building and expanding client base for pharma-grade ethanol across top pharma companies.
- Driving market research and lead generation for pharma ethanol segment.

Sales & Marketing Trainee – Dabur India Ltd. Mumbai

June – August 2024

- **Executed** beat planning and outlet mapping across semi-urban and rural Maharashtra.
- Benchmarked competitor schemes and trade promotions in the beverage category.
- Coordinated visibility campaigns across 80+ GT outlets and tracked POSM compliance.
- Worked with ASMs and distributors to analyze sales data and improve territory coverage.

Marketing Intern – Bondit Polymer Industry. Ghatkoper

June – July 2024

- Created lead funnels through organic Facebook campaigns and WhatsApp outreach.
- **Generated 200+** qualified B2C leads and supported digital-to-sales conversion.
- Collaborated with sales staff to align messaging with customer needs and product use.

EDUCATION

Post Graduate Diploma in Management

2023 – 2025

(PGDM) – Marketing

Vivekanand Education Society's Business School, Mumbai

B.Tech – Agricultural Engineering

2013 – 2017

Vasantrao Naik Marathwada Krishi Vidyapeeth, Parbhani, Maharashtra

CO-CURRICULAR & EXTRA-CURRICULAR ACTIVITIES

Skills: Retail Mapping, GT/MT Sales, Rural Strategy, Facebook Marketing, Lead Gen, Excel, Canva

Languages: English, Hindi, Marathi

Certifications: Digital Marketing (DigiVidya), Facebook Ads (Bizgurukul)

Achievements: Top Lead Generator (Bizgurukul, 2023), Rural Internship (Dabur), Brand Event (ves)