

# SAMIKSHA KOLI

## Sr. Business Development Engineer - Marketing

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 Pune , Maharashtra

### SUMMARY

Results-driven Technical Senior Business Development Engineer & Marketing Professional with 4 years of experience driving growth through innovative solutions in hydraulic, pneumatic, and automation systems. Proven track record of success in managing 50+ projects, developing tailored solutions for industrial clients, and delivering exceptional customer support in steam, chiller, and air handling applications.

### EXPERIENCE

#### Sr.Business Development Engineer- Marketing

##### Innovative Technologies

 05/2023 - Present  Pune

Parker Hannifin India Pvt. Ltd. is a world-leading provider of hydraulic automation products. Innovative Technologies is an authorized dealer for Parker, Sick, Hyloc, Hawe, and Heypac.

- Maintaining an extensive knowledge of the unique challenges that businesses face in the industrial sector, as well as the ability to develop customized solutions.
- Responsible for managing an online portal that provides real-time pricing updates for all components of automation products.
- Submitting online tender platforms like JSW ARIBA, EPROCS, RFX, TENDER.COM, GEMS, and MAHAGENCO E PROCUREMENT for a variety of marketing initiatives.
- Maintaining the product categories manual with expertise to enhance marketing tactics.
- Performed an essential role as a senior team member and important core leader in Innovative Technologies' marketing division.
- Successfully planning and managing events for Innovative Technologies, such as customer meetings and the Automation Automotive Expo 2023.
- Updating and Maintaining CRM & ERP Data

#### Technical Sales Engineer & Marketing executive

##### Ajay Hydro Pneumatics

 05/2022 - 05/2023  Pune


SMC is world leader in industrial automation products , Ajay Hydro pneumatics is authorised dealer for SMC , Southco, Autonics, and Teriyair

- Halted declining sales and increased customer base by 65%
- Deep understanding of the unique challenges that companies face in the industrial sector, with the ability to develop customized solutions that address specific needs
- Held the 24/7 support hotline on a monthly basis and performed necessary interventions during emergencies to resolve technical issues
- Strong communication skills, with the ability to explain technical concepts to both technical and non-technical stakeholders and develop targeted sales strategies that drive business growth
- Proven track record of success in driving revenue growth and optimizing operations for businesses in the industrial sector
- Experience in lead generation, with the ability to identify potential customers, nurture relationships, and convert leads into sales

### EDUCATION

#### B.Tech Mechanical Engineering

##### K.B.P College of Engineering

 09/2021

### LANGUAGES

English	
Proficient	<div><div></div><div></div><div></div><div></div><div></div></div>
Marathi	
Native	<div><div></div><div></div><div></div><div></div><div></div></div>
Kannda	
Proficient	<div><div></div><div></div><div></div><div></div><div></div></div>
Hindi	
Native	<div><div></div><div></div><div></div><div></div><div></div></div>

### ACHIEVEMENTS



#### Highest Orders Achievement For Heat recovery system

March-2022



#### Best Performance of Customer Penetration

June 2022

## EXPERIENCE

### Technical Sales Engineer & Marketing Executive

#### Jaivik Food and Research Pvt Ltd

📅 11/2021 - 08/2022 📍 Pune

Jaivik food and research in high quality products for the control and efficient use of steam and other industrial fluids.

- Led sales team to consistently exceed sales targets by 10% each month
- Developed a new line of products now standing at 70% of total sales
- Built and maintained a knowledge database with 200 articles, used by both internal and external partners
- Received a promotion to a position with more responsibilities after just 6 months in the role
- Reached first sales goal in 24 weeks; 12 weeks before average recruiter in the company
- Market research
- Experience in developing go-to-market strategies and executing multi-channel marketing campaigns
- Deep understanding of the marketing landscape and ability to create compelling messages that resonate with customers

Dynamic and results-driven with a passion for continuous learning and improvement

### Trainee Engineer

#### Cummins India Limited Recon)

📅 06/2019 - 11/2019 📍 Location

Recon cummins cost-effective engine extending life of machine

- Worked in the area of quality improvement, with the goal of enhancing product quality and customer satisfaction
- Developed and implemented quality control processes and procedures to ensure that products met or exceeded customer expectations
- Worked closely with cross-functional teams, including engineering, manufacturing, and operations, to identify and resolve quality issues
- Conducted data analysis and root cause analysis to identify areas for improvement and implemented corrective actions to prevent future quality issues
- Assisted in the development and implementation of new quality initiatives to enhance overall plant performance
- Developed and delivered presentations to management and cross-functional teams to communicate quality improvements and project progress.
- Demonstrated a strong work ethic and a willingness to learn and take on new challenges.

## SKILLS

RFP & RFI preparation Salesforce

Digital marketing Ms-Powerpoint

Autocad Sales & Marketing

Solidwork Streaming presentation

Modelling software

Discovery Analysis

Event Management

Database Management CRM ERP

## FIND ME ONLINE



LinkedIn

[www.linkedin.com/in/samiksha-koli-055618182](https://www.linkedin.com/in/samiksha-koli-055618182)