



# Kajal Matta

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## EDUCATION

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**Symbiosis Institute of Business Management, Bengaluru, Karnataka**

*July 2020 - April 2022*

*Master of Business Administration*

CGPA: 7.32/10.00

**Major:** Marketing

**Marwadi University, Rajkot, Gujarat**

*July 2016 - April 2019*

*Bachelor of Business Administration*

CGPA: 8.56/10.00

**Major:** Marketing

## EXPERIENCE

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**MTR Foods Pvt Ltd, Bengaluru, Karnataka**

*Area Sales Manager, Telangana*

*May 2023 — Present*

- Overseeing the sales of the Telangana region for Eastern Condiments Pvt. Ltd., their recently acquired business.
- Effectively managing a network of 70+ distributors, contributing to a collective annual turnover of 15 crore. Ensuring seamless distribution across a network of over 20,000 retail outlets.
- Leading a dedicated team of 5 Territory Sales Executives and 40 salesmen. Provided comprehensive guidance, support, and training to optimize sales performance and overall team efficiency.
- Contributed to the development, execution, and analysis of channel programs designed to increase presence in the market and drive sales.
- Devised and executed a targeted Go-to-Market strategy, driving substantial brand traction in the market.

*Management Trainee*

*July 2022- April 2023*

- Worked on Fresh, the wet batter category of MTR. Conducted in-depth analysis of GT (General Trade) and E-commerce data, providing actionable insights. Implemented strategic plans focusing on platform, SKU assortment, and geographical targeting to engage the relevant audience effectively.
- Managed a team of salesmen in Bengaluru and Hyderabad. Ensured business growth and sales target achievement through effective forecasting, planning, and execution. Developed exciting quarter programs to motivate the team and drive sales through a targeted approach.
- Managed the ECOM and quick commerce platforms as a part of Modern Trade training.

**Freelance Social Media Manager**

*Social Media Manager*

*April 2020 — Present*

- Developed, implemented, and managed the brand's social media strategy.
- Curated relatable and engaging content across social media platforms.

- Crafted compelling narratives through well-written copy, visually appealing videos, and graphics, in a storytelling format.
- Served clients across a range of industries including fashion, education, HR, technology, events, and food, both in India and the USA.

### **Skyrf, Ahmedabad, Gujarat**

*Innovative Marketing Manager*

*July 2019 — September 2019*

- Led the planning and execution of 100+ corporate events, seminars, workshops, and social gatherings, ensuring seamless experiences.
- Developed and executed comprehensive social media strategies across multiple platforms, resulting in an increase in brand awareness and 5x growth in Instagram following and YouTube subscribers.
- Planned and developed favorable pricing structures and promotional strategies for the venue. Reached out to prospective customers through social media, networking in events, and converting those leads to clients.

### **INTERNSHIPS**

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#### **Tanishq, Titan Company Limited, Bengaluru, Karnataka**

*Marketing Intern*

*February 2022 — May 2022*

- Supported the marketing manager in successfully executing two national-level campaigns, namely "Romance of Polki" and "Rivaah".
- Worked closely with the creative team to conceptualize the idea behind the campaign while maintaining the brand positioning, tone of voice, and visual identity throughout.
- Collaborated with cross-functional teams to conduct shoots and create aesthetically pleasing brand assets, encompassing graphics, videos, and marketing collateral.
- Assisted in 360-degree asset creation (TV, Print, POSM, and digital).
- Prepared for the launch of campaigns, the social media calendar, design, and copy elements for the microsite.

#### **The Times of India, Rajkot, Gujarat**

*Sales and Marketing Intern*

*May 2018 — June 2018*

- Identified innovative strategies to generate more leads. Contacted potential customers, demonstrated products to them, and resolved their problems.
- Converted leads and got 50+ new customers for Times of India magazines.

### **ACHIEVEMENTS**

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- Curator of Team Curation at TEDxSIBMBengaluru (2022)
- Vice President at Rotaract Club of SIBM (2022)
- Published my poems in "Sentient", an anthology by The Stroke Story Publishing (2019)
- Qualified for Rajkot Regional Round of the Times of India-Torrent Power Public Speaking Contest (2018)
- Participated in Art Exhibition which was recognized by National Records, Asia Pacific Records, and Global Records (2018)

### **SKILLS**

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Microsoft Power BI | Photoshop | Illustrator | Digital marketing