

KAUSTUBH UMBARKAR

kaustubhumbarkar2001@gmail.com | +91 9130780002 | Khopdi BK, Darwaha, Yavatmal, Maharashtra

PROFESSIONAL SUMMARY

Motivated marketing professional with experience in agricultural product promotion and brand development. Proven track record of increasing brand visibility, consumer engagement, and market share through data-driven marketing strategies. Proficient in Hindi, Marathi, and English. Committed to leveraging creative marketing techniques to foster business growth and enhance consumer relationships.

WORK EXPERIENCE

Marketing Development Officer (MDO)

IFFCO | January 2023 – January 2024

- Developed and implemented comprehensive marketing strategies that enhanced brand visibility and market penetration by 25% within one year.
- Directed product promotion campaigns resulting in a 40% increase in consumer engagement for agricultural products.
- Analyzed market trends and competitor activity, informing product development and positioning, leading to a 15% growth in market share.
- Collaborated with cross-functional teams to optimize supply chain processes, reducing operational costs by 10%.
- Facilitated training sessions for sales teams, improving product knowledge and sales performance by 30%.

Marketing Development Officer (MDO)

Kay Bee Bio Organics Private Limited

- Executed successful promotional initiatives that resulted in a 50% rise in customer engagement across digital platforms.
- Conducted market analysis to guide strategic decisions, contributing to a 20% growth in sales for organic agriculture products.

EDUCATION

Bachelor of Science in Agriculture (B.Sc. Agriculture)

Marotro Wadafale College of Agriculture, Yavatmal | 2019 – 2023 | CGPA: 7.56 (A Grade)

- Mastered key concepts in agronomy, plant pathology, and soil science.
- Participated in the Rural Agriculture Work Experience (RAWE) program, collaborating with local farmers on sustainable farming practices.
- Led a research project on crop health assessment, analyzing data to improve yield and sustainability.

Higher Secondary Certificate (HSC) – Science

Adv. Shankarao Rathod College, Lakhkhind | 2018 – 2019 | 67.23%

Secondary School Certificate (SSC)

Kai Virji Bhimji Gherwara High School, Darwaha | 59%

PROJECTS

Rural Agriculture Work Experience (RAWE)

- Participated in a structured field program focusing on enhancing agricultural practices in rural communities.
- Conducted field assessments to identify crop health and soil conditions, contributing to improved farming techniques.
- Collaborated with farmers to implement sustainable agricultural practices, resulting in a 15% increase in crop yield.

- Utilized data analysis tools to present findings and recommendations to stakeholders.

SKILLS

Communication: Public speaking, active listening, negotiation, report writing

Leadership & Teamwork: Project management, conflict resolution, delegation, team building

Problem-Solving: Critical thinking, adaptability, creativity, decision-making

Marketing: Brand development, digital marketing, market analysis, campaign management

Languages: Hindi (Native), Marathi (Native), English (Proficient)

Agriculture Domain: Agronomy, crop health assessment, soil science, sustainable farming