

Vinay Darbi

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Objective

To obtain a position that will enable me to use my creativity, strong organizational skills, educational background and ability to work well with people.

Skills

- Ability to work with people of diverse backgrounds
- Time Management – Work under pressure & meet deadlines with ease and efficiency
- Ability to adapt easily to a new/changing environment
- An enterprising leader with the ability to motivate personnel towards achieving organisational objectives and adhering to industry best practices.

Experience

Tenure: August 22, 2014 – On going at BLDEA's Commerce, BHS Arts and TGP Science College, Jamkhandi

Designation: Assistant Professor at BBA Department and HR Co-ordinator of the college.

Core Subjects: Principles of Marketing, Marketing Management, Services Marketing, Retail marketing, Sales Management, Branding and Advertising

Other subjects: Business Communication, Business Law, HRM

Key Responsibilities as teacher:

- Organising curricular activities
- Organising social events
- Training and motivating students
- Creating department profile
- Initiated VAC – Investment and Portfolio management
- Mentoring and counselling
- NAAC preparation – Part of NAAC Steering committee member in 2016
- NAAC preparation – Coordinator for Criteria 6
- NAAC preparation – Part of NAAC Steering committee member in 2022

Key Responsibilities as HR Coordinator of the college:

- In charge – HR Portal Grethr.com
- Leave Assignments according to ranks
- Employee Grievance handling
- Direct liaison with BLDE Association
- Salary implementation
- Database handling

Tenure: October 29, 2012 – December 10, 2013 at GE Industrial Solutions in Bangalore

Designation: Marketing & Communications

Key Responsibilities:

- Conceptualising and developing marketing activities
- Executing national level ATL, BTL and TTL campaigns
- Planning and implementing commercialisation plan for New product launches
- Providing sales support
- Vendor relationship Management

- Database management

Projects

NPI - EntelliGuard Air Circuit Breaker

- Developing creative Product literature
Conceptualised Launch through Exhibition
- ELASIA 2013 exhibition
 - Technical Seminars
 - Plant visit of potential customers
- Advertising
- Industry based magazines
 - E mail marketing
 - Direct mailers for Hands on demo

NPI - Safetrip MCB

- Conceptualising go-to-market theme
Implemented BTL campaign
- Posters
 - Dangers
 - Standees
 - Brochures

ATL campaigns

- Internal Emailers
- External Mailers
- Direct mailers

INTERNSHIP HIGHLIGHTS

Tenure: December 10, 2011 – April 13, 2012 at CrePhoria Events Pvt Ltd (UK based MNC) in Bangalore

Designation: Marketing Trainee

Key Responsibilities:

- Business development support
- Direct liaison with potential clients
- Support in development of office administration and accountancy program
- Direct Marketing
- Vendor Management
- Database Analysis
- CRM
- Developing marketing activities
- Online marketing

Tenure: April 22, 2012 – May 25, 2012 at NayeleRayons, Bangalore

Designation: Marketing Trainee

Key Responsibilities:

- Pilot study to enter new industry
- Conducted survey at all major areas of Bangalore
- Interacted with key stakeholders on daily basis
- Submitted a report on pets food in Bangalore market

EDUCATION & CREDENTIALS

- **KSET 2018**
- **Masters in European Studies and Management (MESM)**, Manipal University, Karnataka, India
- **Bachelor of Engineering (BE)** (Electronics and Communication)
- **Schooling – Sainik School Bijapur**
- **Computer Skills:** MS Office (Excel/Word/PowerPoint), Internet, Email (Outlook), Corel Draw, Photoshop, Teachmint, Google classroom. Microsoft teams

ACADEMIC ACTIVITIES

- Participated in FDP on "New Paradigms in Higher Education in India" organised by Karnataka University, Dharwad
- Participated in FDP on "New Paradigms in Management Education" organised by Department of Collegiate Education, Government of Karnataka
- Attended international conference on 'Unveiling New Chapters of Contemporary India-EU studies' organized by India-EU study programmes and Manipal University
- Attended four week Entrepreneurial Motivation Workshop
- Lead student editor for MESM Newsletter (EUROBUZZ)
- Participated in IESCP Conference, Mangalore University
- Member of MESM Placement Committee
- Attended Seminar on Total Quality Management
- Undertook a project "Detection of Power theft and tampered meters using Central Observer meter" as part of my Engineering project
- Member of AEE (Association of Electronics Engineers)
- Central Government Scholarship holder for seven years (1999 – 2006) at Sainik School Bijapur

CO-CURRICULAR ACTIVITIES

- NCC 'A' certificate holder
- Qualified for NDA entrance exam conducted by UPSC (2006)
- Participated in Para sailing camp organized by Indian Air Force (2004)
- Possess basic skills in writing, photography, Designing
- Represented GIT hockey team as captain in VTU inter college hockey championship held in Coorg and Bangalore
- Participated in Europe Study tour and visited various universities and manufacturing plants.

HOBBIES

Photography, Music, Travelling, Badminton

PERSONAL DETAILS

Date of Birth: July 16, 1988
Gender: Male
Marital Status: Married
Nationality: Indian
References: Available upon request