



## Gagandeep Singh

**Nationality:** Indian **Date of birth:** 15/09/1997 **Gender:** Male

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**Home:** House No. 2713, St No. 03, Chet Singh Nagar, Gill Road, 141003 LUDHIANA (India)

### ABOUT ME

A mechanical engineering graduate with experience in International Marketing of Automobile Tires & welding consumables. Effectively drives international business expansion by leveraging technological and marketing skills. Adept at communicating and grasping information, making it simple for clients to receive product details. Strategically forming the brand image by Skillfully applying brand development knowledge, guaranteeing smooth product-to-customer communication.

My goal in life is to pursue a career that will enable me to expand my knowledge, creativity, and skill set by exposing me to new concepts for both professional and personal development. I believe in the value of diligence and astute reasoning.

### EDUCATION

[Bachelor of Technology in Mechanical Engineering](#)

**Baba Banda Singh Bahadur Engineering College [ 20/07/2016 – 31/05/2020]**

Final grade: 7.8 CGPA | EQF: level 6

### COURSES & CERTIFICATION

SOLIDWORKS (CAD/CAM)

CREO PARAMETRIC (CAD/CAM)

### GRADUATION “HONOURS AND AWARDS”

[ 2019 INDIAN SOCIETY FOR TECHNICAL EDUCATION]

Best Engineering Final Project 2019

### GRADUATION PROJECTS

[ 01/07/2019 – 31/12/2019]

Portable Solar Power Thermoelectric Refrigerator cum Heater...

### SKILLS

- Global Market Analysis
- Strategic Planning
- Business Development
- Problem Resolution
- Export Documentation
- Product Procurement
- Negotiation Skills
- Customer Relationship
- Logistics Coordination
- Communication
- Technical Exposure
- Engineering Acumen
- Business Networking
- Business Travel
- Sales Management
- International Marketing
- B2B Business Development

## WORK EXPERIENCE

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### Senior Executive-International Sales & Marketing

**SHAKUNT ENTERPRISES PVT LTD** [ 26/03/2024 – Current]

City: LUDHIANA | Country: India

- Spearheaded international business development efforts to explore and secure new markets.
- Utilized various communication tools: phone calls, emails, and social platforms (Facebook, WhatsApp, LinkedIn).
- Designed digital artwork using Canva to enhance product presentations.
- Leveraged Indiamart and data generation techniques to identify potential clients.
- Drove business growth across the USA, Canada, Poland, Germany, Spain, and Asia Pacific regions.
- Revived inactive client connections, fostering renewed engagement.
- Analyzed country-specific data to identify new business opportunities.
- Led brand establishment initiatives targeting both existing and prospective clients.
- Promoted and expanded the company's business through digital platforms in new and existing territories.
- Managed a team of sales and marketing professionals to consistently exceed sales targets.
- Developed comprehensive marketing strategies, resulting in a significant increase in sales over one year.
- Conducted thorough analyses of customer demographics and purchasing behaviors, leading to targeted marketing campaigns.
- Created and managed regional marketing campaigns, achieving substantial sales growth.
- Collaborated with marketing and sales teams to develop integrated campaigns, generating increased sales.

### Executive-International Sales & Marketing

**Eastman Industries Ltd.** [ 25/09/2023 – 29/02/2024]

City: LUDHIANA | Country: India

- Responsible for generating and managing business in territories such as the USA, Canada, UAE, Qatar, and Bangladesh.
- Reactivated dormant client relationships to reestablish collaboration and engagement.
- Analyzed country-specific data to generate new leads for business development.
- Initiated leads for large-scale tire development, advancing them to actionable stages.
- Worked on brand establishment projects with both existing and new clients in their respective territories.
- Involved in the "AI software usage" project to foster company growth.
- Managed a team of sales and marketing professionals to successfully meet and exceed sales targets.
- Generated new leads and opportunities through networking, cold-calling, and other sales & marketing techniques.
- Collaborated with marketing and sales teams to improve content marketing and cross-promotional initiatives.

### Export Manager-International Marketing

**STRIKING INTERNATIONAL** [ 01/05/2020 – 23/09/2023]

City: LUDHIANA | Country: India

- Managed international sales and marketing, focusing on the Middle East and East African regions.
- Developed strategies to increase the consumer base and enhance marketing skills.
- Handled export documentation for customs submissions.
- Managed and developed the company brand on digital platforms.
- Gathered market feedback and provided guidance to distributors.
- Ensured compliance with export and import policies of various countries.
- Procured goods from vendors, ensuring smooth operations.

## INDUSTRIAL PROJECTS

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[ 20/10/2023 – 30/01/2024]

Development of Special Snow OTR Flotation Tires...

## GLOBAL EXHIBITION EXPOSURE

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- INDEE TANZANIA - 2022 Dar es Salaam, TANZANIA

## GLOBAL EXPOSURE – TRAVELLED TO

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- Qatar [03/2022]
- Tanzania [09/2022]

## LANGUAGE SKILLS

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English

Hindi

Punjabi