

RITIKA MEHROTRA

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PROFESSIONAL SUMMARY

- 3 years of rich experience in **Product Management & Marketing** covering the arena of food and beverage industry with expertise in **New Product Development, Business Development, and Pricing Strategy**
- Extensive experience in performing strategic planning tools such as **GAP Analysis, SWOT Analysis, Competitor Analysis, and Pricing Analysis**
- Developed **content strategy**, and wrote both corporate and customer-facing technical materials within Marketing Communications
- Proficient in **designing pricing tools/templates** to ease complex price calculations
- Implemented **innovative, competitive and economically sustainable** product line and portfolio strategy
- Experience in implementing **Innovative Strategies** to accomplish objectives and **boost long-term profitability**

WORK EXPERIENCE

Doehler India, Pune

Jan 2018 – Jan 2020

Product Management Executive- BU (Flavors, Colors, Health & Nutrition)

- Fueled a **25% increase** in Flavor's profitability utilizing skills in **pricing analysis** and implementing effective **cost strategies**
- Conducted meticulous **GAP analysis** on flavor sales to improvise supply chain process and increased **operational efficiency by 12%**
- Applied **Ansoff matrix** strategy to target potential market, resulting in **15% growth** in the overall sales
- **Earned sales, with maximum revenue**, of two high potential projects in Colors group by getting the shelf-life and packaging issues resolved
- Executed **go-to-market strategy** for Natural Colors in Alc. Beverage category by working with the Marketing and D&A team that lead to **9% growth in the net sales** of 2019
- Quarterly revision of prices in **SAP** to **ensure profitability**
- Led the development of culinary category under Tastecraft (Brand of Doehler) by performing **market research, consumer analysis, competitor analysis and Cost- Benefit analysis**
- Collaborated with the driver teams i.e. creation, application, purchase, regulatory, and sales to organize promotional programs such as **trade shows, fairs and seminars** which increased the **win rate by 10%**
- Created **Google Ads** for Tastecraft products leading to better **visibility and market presence**
- **Assisted the top management** in **strategic decision making** by conducting competitor analysis and presenting findings and interpretations

Doehler India, Pune

Jan 2017 – Dec 2017

Management Trainee- Product Management- BU (FCHN)

- Managed **portfolio** of Flavors & Colors, provided suitable recommendations to the Sales team

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- Executed **Commercialization** and **Pricing** of Doehler Flavors for Distribution and Key Account Market by reviewing the competition prices
- Analyzed the **demands & trends** in the market to develop a new product range, achieved **significant growth** in the business working closely in association with Creation team, Sales, R&D
- Designed marketing collaterals such as flavor kits, product brochures, flyers, teasers and other printed visual aid that attracted new customers and **increased sales by 20%**
- **Sensory Evaluation** of different tonalities to measure and analyze the loopholes and suggested alternate options to improve the overall product profile

People First, Mumbai

May 2016--June 2016

Marketing Intern

- Conducted **Primary and Secondary Research** for the development of new education Portal “**TRUEtest**”
- Applied **SPSS for data analysis and data mining**, that led to accurate results

SKILLS

- SAP ERP
- MS- Office, MS- Excel, MS- Power Point
- Statistical tools- cross tabulation in SPSS, chi square in SPSS
- Pricing Analysis & Pricing Strategy
- Project Management
- Strong leadership, analytical, and negotiating ability
- Successful working in a team environment as well as independently taking project ahead, if necessary

EDUCATION

Sri Balaji Society, Pune

Master of Business Administration- Sales & Marketing

2015-2017

RDVV, Jabalpur

Bachelor of Commerce- Economics.

2011-2014

CERTIFICATIONS

Google Adwords

2020

Digital Marketing

2019

Tally-9.0

2012