



Jayesh Kanadje

jayesh.k25-27@iiebm.com

7499589597



EDUCATION

PGDM (Marketing) , IIEBM, Pune.	2025 – 2027
Bachelor of Science in Agriculture , Jalgaon, 70.90%.	2020 – 2024
HSC, New English School and Junior College , Jamner, 67.54%.	2018 – 2020
SSC, New English School , Jamner, 77.60%.	2017 – 2018

INTERNSHIP

Sales and Marketing Intern Nestlé India Ltd.	05-06/2026
- Executed a market expansion project focused on improving billed outlets, distributor productivity, and increasing direct reach across the Jabalpur territory. - Conducted market mapping of 200+ retail outlets, identified growth opportunities, and successfully onboarded 77 new outlets under the Vistaar initiative, achieving a 80% billing rate. - Generated ₹2.30 lakh in business through retailer engagement, outlet activation, merchandising, and close coordination with distributors and the sales team. - Analyzed retailer challenges, ensured billing continuity through regular follow-ups, and presented actionable insights and recommendations to improve market coverage and sales performance.	

LIVE PROJECTS/ STUDY PROJECTS

Live Project Weikfield Foods – Reliance Smart Bazaar	03/2026
- Generated ₹15,789 in revenue by selling 376+ units within 7 days through direct customer engagement and in-store promotions. - Increased product sales from 50 to 91 units (82% growth) by improving product visibility and educating customers on product usage. - Managed multiple SKUs while tracking daily sales performance, demand trends, and gaining hands-on experience in merchandising, retail operations, and consumer buying behavior.	
Market Entry Strategy for a New FMCG Brand: Independence	12/2025
- Executed STP analysis to identify target segments and define brand positioning. - Studied consumer buying behavior to understand preferences and purchase drivers. - Analyzed the competitive landscape of FMCG brands for market benchmarking. - Designed pricing and GTM strategy, evaluating penetration vs skimming approaches.	

CERTIFICATIONS

- Foundations of Digital Marketing and E-commerce. - Integrated Marketing Communications: Advertising, Public Relations, Digital Marketing and more. - Social Media and Digital Marketing Fundamentals. - Introduction to AI certificate. - MS Excel certificate.	2023 – 2024
---	-------------

EXTRA-CURRICULAR ACTIVITIES

- Volunteered in Rannbhoomi Inter-College Sports Event-worked in sponsorship and registration team.
- Volunteered in Marketing, Entrepreneurship and Innovation events in college.
- Participated in cleanliness drives/ social awareness campaigns.
- Participated in debates, group discussions and presentation activities.

SOCIAL PROJECTS/ CSR ACTIVITIES

Spit-Free Awareness

- Contributed to social hygiene campaigns by interacting with the public through street performances and surveys to encourage cleaner public environments.

KEY SKILLS

TECHNICAL SKILLS: MS Office, Power- BI, Canva, Tableau.

SOFT SKILLS: Teamwork and adaptability, Organization skills, Time management, Problem solving, Quick learner, Negotiation skill.