

LOKENDRA

Digital Marketer | Techno-Commercial Engineer | Project Management

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PROFESSIONAL SUMMARY

Results-driven **Mechanical Project Engineer** with **7+ years** of experience in the automotive and mechanical industries, specializing in **techno-commercial operations, project management, and cost optimization**. Adept at ensuring compliance with engineering standards, coordinating cross-functional teams, and delivering projects with precision and efficiency. Strong expertise in **technical costing, process optimization, and stakeholder collaboration**, with a proven ability to drive project success from concept to completion. Currently expanding digital marketing and analytics skills to integrate modern business strategies with engineering solutions.

KEY SKILLS

- Digital Marketing – Google Analytics, Meta Pixels, SEO, SMM, Digital Production, Web Designing, CRM Tools and still ongoing learning at Confederation College.
 - Mechanical Project Management
 - Techno-Commercial Operations
 - Procurement & Purchasing
 - New Vendor Development
 - Engineering Costing & Budgeting
 - Market & Business Analysis
 - Process Optimization & VAVE
 - Cross-Functional Team Collaboration
 - APQP & Supply Chain Management
 - SAP S/4 HANA- SD & FI Module
 - ERP Modules – Supply chain management, Marketing Automation & W/H Management
 - Engineering Design- Auto CAD & SolidWorks
 - MS Office Suite
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RELEVANT EXPERIENCE

Sales & Business Development Representative

June 02, 2024 – Present

Need A Car Used Car Superstore (Toronto Auto Group)

Thunder Bay, ON

- Assisted customers with vehicle selection, financing, and technical features while coordinating inspections and test drives for a seamless purchase experience.
- Applied digital marketing skills to create targeted campaigns, optimize online presence, and drive customer engagement.
- Assisted developers in designing and developing a new website for store, utilized Google Analytics and Meta Pixels to track customer behavior and refine marketing strategies.
- Managed SEO and Social Media Marketing (SMM) campaigns to improve online visibility and lead generation.
- Integrated CRM tools, DealerTrack, and VAuto to optimize customer relationship management, vehicle inventory analysis, and pricing strategies.

Assistant Manager - Marketing**Jan 05, 2023 – Feb 15, 2024***Sanoh India Pvt. Ltd.**IMT Manesar, INDIA*

- Spearheaded costing and negotiation for new business opportunities with OEM's- Maruti Suzuki India Ltd, Honda Cars India Ltd. & TKM.
- SAP S/4HANA SD Module for pricing, scheduling & forecasting, Invoicing etc.
- Led multiple marketing initiatives, leveraging referral networks for business growth.
- Researched industry trends to develop strategic marketing solutions.
- Handled procurement, purchasing, and supplier negotiations to optimize costs and enhance supply chain efficiency.

Senior Engineer - Sales & Marketing**Feb 04, 2019 – Jul 04, 2022***Musashi Auto Parts India Pvt. Ltd.**IMT Bawal, INDIA*

- Managed sales and project execution for transmission components, gears, and shafts for OEMs like MSIL, HCIL & TKM.
- Led mechanical project management, ensuring design precision, compliance, and on-time completion.
- Optimized costing, procurement, and vendor negotiations to enhance profitability.
- Assisted in AutoCAD & SolidWorks-based design modifications for product enhancements.
- Handled Design Change Notices (DCN) and Engineering Change Notices (ECN) during project development, ensuring seamless implementation.

Engineer - Sales & Marketing**Oct 2017 - Jul 2018***Tokai Rubber Auto-Parts India Pvt. Ltd.,**Rajasthan, INDIA*

- Handling RFQ's and making costing sheets.
- Assisted Manager during negotiation rounds at OEM's.
- Preparing Annual & Mid term Business Plan, Scheduling and forecasting for monthly customer orders.
- Implementing DCN, Coordination with R&D and QA team for implementation.
- Coordination with Japan Headquarters for any technical assistance.

Sales Engineer**Oct 2015 - Aug 2017***Motherson Advanced Tooling Solutions Ltd.**Noida, INDIA*

- Managed business development for major OEMs and defined roadmaps for new projects.
- Oversaw direct cost sheets, price sheets, and proposal submissions for RFQs.
- Acted as a single point of contact between R&D, QA, PPC, and production teams.
- Implemented APQP & supply chain management strategies for smooth project execution.

CERTIFICATIONS

- First Aid & CPR
- OMVIC Certification
- Valid G2 Driver's License
- WHMIS Training, Fire Safety and Hazards

EDUCATION

Post-Graduate Certificate in **Digital Marketing and Marketing Analytics**
Confederation College, Thunder Bay, ON (May 2024)

R. Lokendra (647) 646-4799

lokendra.canada@gmail.com

Bachelor of Technology in **Mechanical & Automation**

Amity University, New Delhi, India (June 2011 – June 2015)

AVAILABILITY

- Full time available after my graduation in Dec-2025 from Confederation college.
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REFERENCES

Available upon request