

## Madhur Dubey

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Result-oriented professional targeting assignments in **Marketing, Media Management, Campaign & Product Management** with an organization of repute

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- Post Graduate in Marketing and Business Analytics with more than 4 year of experience in BTL Activities, Marketing campaigns, Marketing & Sales Analytics, Vendor Management, Media Management and Event Management and Visual Merchandising.
- Proficiency in developing marketing plans to build customer preference & drives volumes; evaluating marketing & sales budgets periodically & assuring adherence to planed expenses.
- Expertise in identifying & allocating BTL activities across PAN India.
- Capabilities in conceptualizing & executing sales promotion schemes to increase the brand visibility, thereby preparing management level reporting on the brand's performance, needs & forecast.
- Reengineered product specifications that led to cost savings & created market expansion opportunities within existing accounts
- Skilled in conducting competitor analysis by keeping update of market trends & competitors moves to achieve market share metrics; evolving market segmentation & penetration strategies to achieve targets
- Experience in managing marketing functions such as product planning & roadmaps and business development
- An effective communicator with excellent interpersonal and strong analytical & organizational skills with flexible attitude

### Education

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- Master's Degree in Marketing & Business Analytics from GLA University, Mathura in 2018 with 7.67 CGPA
- Bachelor of Science in Computer Applications from CSJM University, Kanpur in 2016
- 12<sup>th</sup> from Dr. Soneylal Patel Sr. Sec. School, Kanpur in 2013
- 10<sup>th</sup> from O. E. F. Sr. Sec. School, Kanpur in 2011

## Core Competencies

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|---------------------|-----------------------|--------------------|
| - BTL Activities    | - Competitor Analysis | - Market Analysis  |
| - CRM               | - Vendor Management   | - Sales Analysis   |
| - MIS               | - Product Marketing   | - Project Handling |
| - Event Management  | - Event Merchandising | - Product display  |
| - Planogram designs | - POS enhancement     | - Budget Handling  |

## Employment Details

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### June' 2018 to January' 2020: At Ayurved Limited (formerly known as Dabur Ayurved Limited), Ghaziabad as Sr. Executive-Marketing)

- Brand Management of Health care products
- Planning, implementing & executing the marketing campaigns
- Project Management (Development, Implementation, Execution & ROI Analysis)
- Strategy Planning, formulating and monitoring the implementations
- Field visits for market analysis regarding competitor strategies & analysis of impact upon product campaigns launched
- Marketing campaigns, gifting, print and telephonic communication planning & execution
- Handling the low performing units of the company for the betterment & uplifting the sales
- Call centre management of the company for circulating information to customers regarding product knowledge and current marketing campaigns
- Driving communication strategy & guiding call centre for branding BTL activities
- Developing various incentive schemes & policies for motivating the sales force
- Devising
  - Marketing strategies & performing plan to achieve business objectives and Seasonal promo campaigns as per the marketing calendar
- Conducting
  - 360-degree planning of promotional activities including BTL initiatives and event merchandising planned for the promotion
  - In-depth analysis is of market-customer types, competitors positioning, need gap analysis & devising positioning strategy accordingly
- Leading creation of marketing strategy, annual plan, review & action plan

**January' 2020 to June' 2020: At Namaste India Retail Pvt. Ltd. (Retail division of RSPL under its Namaste India Foods Pvt. Ltd.), Kanpur as Visual Merchandiser**

- Liaising with the teams of purchase, design and marketing to create design themes and plans, often weeks/months in advance, including signage and in-store display concept
- Meeting with business, sales managers and retail managers to discuss sales strategies
- Identify the source props, hardware and product placing
- Maintaining budget and negotiate with suppliers of various materials used
- Working with architectural features of the store to maximize the available space
- Creating visual merchandising theme to communicate visual guidelines including product display and its placing, signage and various props

**October' 2020 to present: At Sunshine India Inc., Kanpur as Sr. Executive Marketing**

- Reviewing of monthly targets and tracking for team
- Digital promotions, participation in Exhibitions/Seminars
- Analyzing the daily activity reports of the team
- Developing monthly, quarterly and yearly budget
- Handling web queries, promotion and advertisement
- Handling customer inquiries/ quotations and maintaining KYC of the customers
- Market mapping data updating, stock management and product TDS/MSDS/MOA/COA for team/customer support
- Preparing review presentations on monthly basis
- Tracking project pipelines, E-Commerce developments and replacement projects

**May 2022' to present: At Rimush Innovations Private Limited, Kanpur as Marketing and Operations Manager**

- Planning and preparing monthly targets for the sales team along with reviewing them at regular basis
- Managing web portal and the sales tracker app
- Creating, maintaining, and conducting analytics reports across multiple platforms and extract key insights for future campaign development and go-to-market strategies, complete with formal proposals and recommendations on tactics

- Working in partnership with the creative team, develop creative briefs and guide creative direction to meet objectives for all advertising and public-facing communications, including print, digital, and video assets
- Conceptualizing and executing on campaigns across the prospect and customer lifecycle
- Identifying effectiveness and impact of current marketing initiatives with tracking and analysis, and optimize accordingly
- Development and launching of new products in the market based upon the analyzed data collected from the market

## Highlights

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- Executed market promotional programs to derive the numbers; enhanced sales along with marketing support to over 180 Headquarters in PAN India & Nepal
- Currently handling a team of 40 personnel to overlook the sales and other marketing activities
- Analyzed Campaigns; Evaluated various factors affecting/supporting the campaign; provided various inputs during the planning; designing & developing various incentive schemes & strategies
- Worked as a merchandiser to enhance the in-store display, product placing and its handling
- Developed a concept of POS among the team members at store level
- Planning of the execution of the new product launch
- Developing and modifying the planogram for new and old stores respectively
- Digital promotions, advertisements, customer inquiries/ quotations
- Developing monthly, quarterly and yearly budget

## Internship

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Organization: JK Tyre

Period: May 1<sup>st</sup>, 2017 – July 22<sup>nd</sup>, 2017

Objective:

- To analyze the consumer behavior towards market strategy of HCV/LMV & two wheelers
- To study what consumer & retailers wants from a tyre manufacturing company

Organization: Rank Keywords

Period: October 1<sup>st</sup>, 2020 – November 30<sup>th</sup>, 2020

Objective:

- To work as a Graphic Designer and timely designing the creative of clients on daily basis

### **Certifications**

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- The Fundamentals of Digital Marketing from Google Digital Unlocked
- Digital Marketing Training from Rank Keywords, Kanpur

### **Achievements**

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- Awarded as the best marketing team member for Introducing various brand incentives among the major contributing brands in order to achieve the top line
  - Awarded for initiating various marketing campaigns
  - Churned out the low performing HQs of the organization in order to uplift the sales
  - Enhancing the floor plans and product displays
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### **IT Skills**

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Operating Systems: Windows 7, 8, 10 & XP

Package: MS Office, Big Data Analytics, CBO

Data Visualization Tool: Tableau

Digital Marketing

Graphic Designing: Photoshop

### **Personal Details**

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**Date of Birth:** 24<sup>th</sup> July 1995

**Language Known:** Hindi, English

**Address:** 35/79 Bengali Mohal Kanpur, 208001