

Professional Synopsis:-

- An experienced marketing professional with ability to lead marketing team, develop, execute & improve original marketing campaigns that build brand recognition & drive revenue growth. Proficiency at key brand building through market research, insight development for consumer campaigns & managing customer communication process.

Profile – About Me.

- Capability of conceptualizing & orchestrate marketing campaigns that effectively reinforce & build brand image.
- Collaborate with the business team to uncover insights, strategies to develop and implement marketing, branding strategies for Existing & new business line – both internally & externally.
- Proficiency in planning & execution of above the line & below the line marketing programs
- Execution of business model for getting maximum ROI on marketing
- Extensive experience in identifying target audience & devise campaigns that engage , inform & motivate in driving various communication platforms & mediums for brand positioning, developing strategic & tactical communication both for the end consumer & the trade partners.
- Possess strong interpersonal, analytical, troubleshooting and team building skills with proven ability in establishing procedures and planning & managing resources.

Key skills :- * Brand Management. * Product Launch. * Market research. * Media planning & management. * Campaign performance analysis. * Optimum resource allocation. * Trade channel communication & gratification. * Use of technology in Marketing. * Team Management.

Experience Details :-**1. Present Assignment :- Dharampal Premchand Ltd. :- as DGM – Marketing**

Company Profile:- This is one of the oldest company in the FMCG sector primarily dealing in Premium oral gratifier, mouth fresheners, confectionery products, Snack food products & Chewing Tobacco. This is a part of “DS Group” who are pioneer in developing, manufacturing and marketing of FMCG products since 1929.

Job Responsibilities: - Responsible for Heading the Marketing department for 06 different brands ranging from Confectionery to Panmasala. I'm having a critical role within the organization with the responsibility to devise, plan & implement 4P marketing strategy that increases brand visibility & maximize sales. Key Job responsibilities are as given below-

- ✦ Translating business unit objectives & strategies to develop brand portfolio objective & plan to facilitate business unit growth.
- ✦ As head of the department to attend regular meetings & contribute to the development & implementation of brand strategies, competitive analysis, Penetration plan, market research & analysis, & manage the marketing communication , monitor quality and cost deadline.

- ✦ Responsible for communicating the value proposition of the products to the sales team and develop sales enabler tools that support the selling process.
- ✦ Create & deliver digital marketing initiatives which engages with the target audience and drive brand awareness and deliver customer acquisition & retention.

Past Assignment :-

2. Fena Pvt. Ltd. :- as AGM-Marketing (Aug'2010 to Jan'2012)

This is one of the leading domestic manufacturer having forty years of operation in Fabric care, Home care & **Personal Care** category products with 06 popular brands having 09 product categories with 56SKUs having distribution network on all India Basis. The products of the company is distributed Pan India through a network of distributors with a strong distribution team of more than 400 sales personnel.

Job Responsibilities:-

- Developing Marketing plan on an annual basis and narrowing down to quarterly and monthly plans to execute various activities. Also, controlling and managing marketing budgets.
- Responsible to manage external advertising, media and PR agencies to develop and execute communication for respective product lines and executing them in the right media vehicle to garner maximum mileage within the available budgets and preset objectives.
- Developing strategies to drive volume growth and achieving top line and bottom line profitability targets. Also, looking for opportunities to drive alliances to make the brand more relevant.
- Developing packaging on an ongoing basis to make the brand more relevant and streamlined with the existing communication.
- To devise & deliver more impact-full media plan that has led to a healthier A to S ratio.
- Responsible for all the on-line initiatives ranging from search engine optimization to other brand activations
- Consumer/market research, keeping track of competitor's activity, collating market information, generation of marketing MIS, managing & launch of new product.
- Execution of the launch program for new products, brand building actions and strategies in partnership with field force, Sales Promotions and Merchandising Teams.

3. Dharampal Premchand Ltd. :- as Sr.Manager - Brand (Jan'02 to July'2010)

Job Responsibilities:-

- Completely responsible for managing external agencies (i.e.: Advertising agencies, Market research agencies, media planning & buying agencies etc.) to ensure all brand activities, like developing advertisement, implementation of media plan etc. is in line with the requirements of the given brief.
- Work closely with trade marketing & operations to ensure that product & brand activities are correctly managed throughout the supply chain & new product launched are in line with the objectives.

- Responsible for initiating market researches & rigorously analyzing the data to prepare Business intelligence and to ensure brand issues are understood & corrective action is identified.
- Responsible for all Trademark & Copy right related issues of the brand and to ensure that the legal rights of the brand are maintained.

Achievements:

- Revamped the brand communication process for the chewing tobacco line, which was not functional for many years, through BTL exercises.
- Streamlined uniform contemporary packaging style for complete range of products, and introduced a one to one direct communication with the end consumers through the innovative packaging style for Tobacco products.
- Established Catch –Natural Mineral water, a premium product concept in the crowded packaged drinking water market. & launched Catch Clear- a new concept in beverage market with a focused marketing approach.
- Customer satisfaction index market survey is implemented regularly for formulating effective communication strategy.
- BABA Steel –flat steel product was successfully launched in north east market through effective rural promotional plan.

4. Indian Toners & developers Ltd:- Assistant Manager – Product (July'98 to Dec'01)

Company Profile: - Indian Toners & Developers Ltd. is one of the leading company in India, which manufactures compatible Toners & Developers for Photocopy Machines & Laser Printers with collaboration of M/s ELFOTEC AG of Switzerland. Toners & Developers are regular consumable items required by photocopiers for producing prints. Presently the company enjoys almost 52% of all India market share.

Job Profile:-

- Development & implementation of B2B & B2C strategy for different regional market & setting up of distribution network for fulfillment of the business revenue target.
- Development of Brand strategy to define the brand proposition & establishment of the brand through above the line & below the line creative marketing activities.
- Responsible for design of communication plan, coordination with advertisement agency, arranging seminars, conferences, trade shows for product launch & product awareness.
- Involve in the Field force Sales analysis & dissemination of relevant information to improve sales.

Achievements:

- More than 38% enhancement of branded sale by unaided recall of the brand.
- Able to establish & sale the product by brand name in a market, which is predominated by unorganized sector.
- Successfully introduced number of creative consumer promotion schemes for the brand.

5. Gee's office care ltd. :- Asst.Manager – Business Development (January'95 to July'98.)

Job profile: I had joined this organization as a management trainee and then promoted to Asst.Manager. As a member of the business development team initially the job responsibilities was to coordinate for all market service activity like coordinating with Advertisement agency, market research agency etc for development of collateral, Product catalog, mailers etc. later on I was assigned to look after few key accounts for generating revenue.

Education

- **MBA** from FMS-Berhampur University with specialization in Marketing.
M.Sc (Physics) from Department of Physics, Berhampur University

Personal Details :-

Address : FF-34, Vardaan Apartment, Abhaya Khand-3,
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Date of Birth : 10th January'1970

Linguistic ability : English, Hindi, Oriya

Sex : Male