

## RAGHAV SAREEN

- 23<sup>rd</sup> Dec 1985 • Male • New Delhi, India • (+91) 888-888-7160 / 950-304-5105 • sareenraghav@hotmail.com •
- <https://in.linkedin.com/pub/raghav-sareen/19/85/881> •

### SUMMARY

Marketing professional armed with a strong willingness to work in a challenging and growth oriented organization where I can acquire new skills and hone my management and technical skills to grow along with the organization

### AREAS OF EXPERTISE

- Managing marketing functions like product planning & roadmaps, consultation and business development as well as handling the pre and post analysis of product launch
- Coordinating with advertising agencies for developing communication plans based on specific media objectives
- Framing marketing strategies to build consumer preference and drive volumes, evaluating marketing budgets periodically and adherence to planned expenses.
- Conceptualizing and executing sales promotion schemes to increase brand visibility, thereby preparing management level reporting on the brands performance, needs and forecast
- Monitoring new product launches and recommending action for addressing any forecasted variances to volume budget
- Skilled communicator groomed by institutes such as Army Public School and SIMS (Symbiosis- Pune)

### TOTAL EXPERIENCE

**4 YEARS & 8 MONTHS**

### CAREER CONTOUR

#### I) BIRLA SUN LIFE INSURANCE Co. Ltd, New Delhi

**New Delhi, INDIA**

##### Marketing Manager (North)

**Sept 2016 – Till Date**

- Responsible for Activation, Event Management, Internal Communication, Channel Marketing and Brand Guidelines

#### II) BAJAJ ALLIANZ LIFE INSURANCE Co. Ltd, Pune/New Delhi

**Maharashtra / New Delhi, INDIA**

##### Regional Marketing Manager (North)

**Aug 2014 – Aug 2016**

##### A. Activation

- Creating a lead pipeline for proprietary channels through sponsorships, tie-ups with corporates and activation like school contact programs, housing society and corporates
- Impacting the agency channel sales manager productivity through sales aids, communication, training content and regular market visits
- Supporting agent recruitment through multi-media campaigns and activation on ground
- Driving key channel initiatives like MDRT, Club Membership and R&R
- Designing and implementing branch programs to increase walk-ins and thus increase renewal collection

##### B. Event Management

- Designing and organizing memorable national and international channel conventions and events, create excitement and engagement for the same
- ATL, BTL and internal activities like Advertisements, Radio, OOH campaigns, Product Launches, Customer Meets, CSR Activities, Campaign Management at Schools, Malls, Societies and offices

##### C. Internal Communication

- Creating and disseminating all internal communication for all functions
- Streamlining the internal communication process by creating a monthly calendar for ATL & BTL departments

##### D. Channel Marketing

- Creating a branded customer experience by implementing brand culture across sales channels
- Steer multi-functional projects to drive a singular culture

##### E. Brand Guidelines

- Ensuring 100% compliance to brand guidelines across all creative and communication

##### F. Major Events Handled

- **Product Launch (Press Launch & Product Launch) 2016** – New Delhi
- **Insurance Awareness Road Show (Jan - Jagruti) 2016** – Haryana
- **Bajaj Allianz Junior Football Camp (JFC) 2016 & 2015** – PAN India

- **Bajaj Allianz “Chalo Befikar” Walkathon 2015** – Head Office, Pune
- **JASHN- 14 year’s Annual Day Celebrations 2015** – PAN India
- **Indian Super League (ISL) 2014- Kerala Blasters Sponsorship & Activation campaign** – PAN India
- **Bajaj Allianz Junior Talent Hunt (JTH) 2014** – PAN West
- **Service On Wheels campaign 2014** – Pune
- **Draw Your Dream Contest & Tax Monster Campaign** – PAN West & North
- **Akshay- Blood Donation Camp** – Head Office, Pune & Brand Campaign 2014 - OOH & Cinema campaign

### III) SPORTS ERA (Live Project)

New Delhi, INDIA

#### Assistant Manager Marketing & Business Development Consultant

Dec 2013 –Aug 2014

- Working on Advertising/Publication/Promotional materials, Lead Generation, Account/Customer Management, Account Renewals and AISGD (All India Sports Goods Directory)
- Organizing Sports/Seminars/Events, Importing and Exporting of all kinds of Sports goods and products

### IV) EATON CORPORATION, Pune

Maharashtra, INDIA

#### Associate, Corporate Marketing & Branding (India)

June 2013 – Dec 2013

- Implementing the marketing plans by working with internal and external Supply Chain Team to deliver in a timely manner and on budget
- Execution of Eaton’s brand building activities like **Technology days** and **Tradeshows** to support concerned business groups for generation of new business and building of opportunities pipeline
- Working on existing promotional materials for marketing effectiveness, cross-selling implications and adherence to brand guidelines
- Design and layout effective promotion implementation and execution process
- Conceptualization and implementation of Events and on-ground activation's
- **Event Management** - Internal
  - Manage various events like Technology Days and Eaton value cycle (EVC) training at different locations like **Bhilai Tech Day** at Chhattisgarh, **Reliance Tech Day** at Mumbai, **Singapore Tech Day** and **EVC** at Delhi
  - Concept/graphics design stall layout/design, invitation/brochure creation, Measure post event success
- **Event Management** - External
  - Determine best events to participate for Visibility, Branding and lead generation activities
  - Opportunity tracking and ROI calculation, Space branding, Provide event briefs to Communication and PR teams
- Facilitate Eaton value cycle (EVC) training programs for front end sales and marketing teams

### V) SAPIENT CORPORATION, Gurgaon

Haryana, INDIA

#### Associate, Information Technology Global Support (ITGS) Level 1

July 2010 – May 2011

- Monitoring and handling Network, Hardware / Software Support and shooting Emails for the same for all the Sapien offices worldwide
- Creation of tickets and escalation of issues for next level support, representing as IT Helpdesk in client calls
- Conducting process training and IT download classes for CSAT (Customer Satisfaction Team)
- Liaising with the Client to understand requirements and ensuring a successful query resolution
- Handling effective relationship management, acting as a point of escalation, checking client satisfaction
- Quality Management, SLA (Service Level Agreement) monitoring, Process Check and Upgrade
- Working on MIS, Presentations, Estimations, Reports and Documentation

**Achievements:** Recognized by **Senior Manager** Elizabeth Renee Schaefermann for prompt and friendly response with easy to follow instructions

### VI) WIPRO BPO

New Delhi, INDIA

#### Associate

Jan 2010 – May 2010

- Providing technical support over a phone to US based clients of high speed DSL modem
- Implementing adequate measures to maximize customer satisfaction levels

**Achievements:** Exceeded customer satisfaction targets on a weekly basis

## SCHOLASTICS

<b>I) SIMS, SYMBIOSIS INTERNATIONAL UNIVERSITY- Pune</b>	Maharashtra, INDIA
MBA (Full Time), Majors- Marketing & Minors- Operations	2013
<b>MBA Summer Internship</b>   Advertising Marketing for Khoj India News Channel	Gurgaon, INDIA
<ul style="list-style-type: none"><li>Detailed Market Research to determine channel awareness</li><li>In-depth analysis of key drivers of Television Viewership Pattern in context to News Media Channel</li><li>Based on Market Survey, visiting companies and institutions from Education, Infrastructure, Healthcare and Mass Media sector to convince their marketing heads to give commercials and advertisements</li><li>Devised plan of action to arrive at best Advertising Marketing practices for the channel</li></ul>	
<b>II) BERLIN SCHOOL OF ECONOMICS &amp; LAW, HWR- Berlin</b>	GERMANY
3 Weeks Summer School Course in “Markets & Management in Europe” with a GPA of <b>3.43/4</b>	July, 2012
<ul style="list-style-type: none"><li>Week 1: Cross Cultural Management</li><li>Week 2: Economics of the European Union</li><li>Week 3: Marketing for the Automobile Industry</li></ul>	
<b>III) BHARATI VIDYAPEETHS COLLEGE OF ENGINEERING, GGSIPU</b>	New Delhi, INDIA
Bachelor of Technology in Electronics & Communications Engineering (ECE)	2009
<b>IV) THE ARMY PUBLIC SCHOOL (TAPS), CBSE</b>	New Delhi, 2003

## PROJECTS

- MBA:** Launching Indian modeling services in Russia, Grooming Products for Men and Comparative study of Blackberry Service providers in Pune
- Engineering:** Designed Versatile Tester, Automatic Traffic Lights and Switching On & OFF of LASER using DTMF generator

## ACCOLADES

<b>PEOPLE DEALS ENTERPRISES</b>	New Delhi, INDIA
<b>Advisor &amp; Consultant (Part Time)</b>	Jan 2014 – Till Date
<ul style="list-style-type: none"><li>De-stressing people by analyzing their problems and providing them On-Line logical solution via website (<a href="http://www.peopledeals.in">www.peopledeals.in</a>) designed by me which provides online consultancy assistance for employment of skilled persons, resolving disputes of property and personal family problems</li><li>Certificate of completing “Fish Philosophy” session</li><li>‘A’ Grade in German Culture &amp; Language (beginners level) from BSEL, Germany</li><li>Member of Infrastructure Cell (Student Council) during 2 years of MBA programme</li><li>6 Weeks Certified Summer Training from BHEL (Bharat Heavy Electricals Limited) and 4 weeks In-house Training in DOTNEXT training during engineering</li><li>2<sup>nd</sup> Prize- “On the Spot Painting”, “Collage Making” and 3<sup>rd</sup> Prize- “Clay Modeling”, Coordinated in organizing of IEEE technical fest during engineering</li><li>NCC(National Cadet Corps) ‘B’ and ‘A’ certificate holder from Air Force Wing and attended number of NCC camps at National level</li><li>1st Prize- Rappelling &amp; Drawing Competition at school</li></ul>	

## PERSONAL DOSSIER

**Interest:** Travelling, Aero modeling, Listening to Music, Playing Computer Games

**Language Proficiency:** English, Hindi, Rudimentary Punjabi and German

**Other Skills:** Proficient in MS Office (Word, Excel, PowerPoint & Outlook), Event Management, Repairing of Electrical Circuits

### Family Background:

**Father:** Retired Army Officer

**Mother:** Home Maker

**Sister:** Army Officer