**AVINASH JAIN**

**Mobile**: +919650888400 ~ **E-Mail:** avinashjain15188@gmail.com

***“An enthusiastic Marketing professional, aspiring for managerial level assignments in with an organization of high repute”***



***Summary***

I am a marketing professional with over three and half years of relevant experience. In my current role at Mahindra Finance I work behind the scenes to build the company's brand image and market it in a positive way. I am creative and organized, always looking for ways to help my product stand out. I enjoy challenges and have led several successful marketing campaigns from the planning stages to the finished product. I work well with others and work hard to ensure that all stakeholder ideas are heard and accommodated. I am aware of the importance of working together as a cohesive unit in order to produce the most successful and creative projects.

***Work Experience***

**Jun’ 13 – Present: Mahindra & Mahindra Financial Services Ltd., Delhi**

**Deputy Manager- Marketing & Strategy**

**Key Result Areas:**

* Plan and Execute Print, OOH, BTL Campaigns
* Effectively Liaison with Creative agencies, Design agencies and create fruitful results in minimum Turnaround Time
* Handling of Customer contact program (SPARSH) which focuses on retention through customer calling. We outsourced the calling process. Sales promotion role to increase disbursement.
* Assume ownership and accountability of corporate communication for all functions across all internal and external stakeholders
* Positioning and managing of new products and scheme
* Coordination and creation of marketing materials
* Overseeing the marketing efforts pertaining to Brand, Brand position and Brand Strategy creating and ensuring the company adheres to Brand Guidelines.
* Launch of in-house Newsletter (EMI) on time.
* Managing all internal sales promotion campaign

***Education***

**MBA (Marketing), 2013**

**Institute of Management, Ahmedabad, Nirma University**

**B.Tech. (Information Technology), 2010**

**Oriental Institute of Technology**

***Certifications***

* **Workshop on Brand Building**

IIM A

Workshop conducted by Perfect relations in association with IIM A on Brand Building

* **Workshop on Market Research**

IIM A

Workshop conducted by Perfect Relations in association with IIM A on Conducting Market Research

* **Workshop on Strategic Business Orientation**

IIM K

Workshop conducted on Strategic Business Orientation

***Awards***

* **Best Internal Newsletter**

PRCI

Best newsletter award to EMI in PRCI

* **Flame Bronze in community empowerment and development initiative**

RMAI

Swasth Bima Jagruti Abhiyan (IMC Campaign for MIBL) won the Bronze in Flame award by RMAI

* **Dhruv Tara**

MMFSL

Award given by reporting manager to for excellent team Spirit during difficult times

* **Maximum Kaizen**

MMFSL

Award for maximum process improvements in the department

***Projects***

* Weather index insurance as supplementary product for loans customers dependent on agricultural.
* Analyzed the behavior of tractor customer in EMI payment to attenuate the funding pattern across zone.
* Study on Impact of in store Retail communication in a lifestyle store.

***Volunteering***

* **Mentor**

SARAL & DoAR( Donate an Hour)

Saral and DoAR are both the NGO’s working for education of poor children

* **Member**

NiCHE- Marketing club of IMNU

* **Director**

Rotaract Club of IMNU

Elected Post in the Rotaract Club

***Internships***

**Organization: Bhushan Steels Ghaziabad**

Assignment: Analyzed Cash Management System & Letter of Credit and analyzed the facilities given by various banks to the company are actually saved the money for company or are just gimmicks by banks

**Organization**: **Vedisoft Technology, Bhopal**

Assignment**:** Implemented Modified DES Algorithm in Java Platform and developed an Online Chess game

***Personal Details***

Date of Birth: 5th February, 1988

Address: A-5/D2 IIT Campus Delhi -110016

Languages Known: English and Hindi

Marital Status: Married