

## SUNNY PARMAR

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### ~ BRANDING, MARKETING, ACADEMIC DELIVERY, PROJECT MANAGEMENT ~

A competent professional with experience in managing Business Development functions encompassing academic delivery & education, Promotion, Project Management, Channel Management, Client Relationship Management & Team Management. Presently associated with **Byjus – Marketing**. Vast experience in Project Management, Business Analysis, Business Modeling, and Data Modeling with good knowledge in Reengineering concept. Experienced in increasing positive attitude, developing profitable and productive business relationships, coordinating with decision-makers, building an extensive client base, and market development; Skilled in breaking new avenues & driving revenue growth and proactively conducting opportunity analysis by keeping abreast of global trends. Adept in developing relationships with key decision-makers in target organizations for revenue. Comfortable interacting with multiple levels of organization, management and staff from different locations. Team-based management style and good interpersonal & communication skills.

### PROFESSIONAL BACKGROUND

March'22 – Till date

**BYJUS**

**Marketing Manager**

- ⇒ Develop lead generation campaign/program strategy, objectives, goals, metrics, and define best practices, standards and processes to drive successful customer acquisition and current customer upsell opportunities.
- ⇒ Create annual and quarterly marketing plans for lead flow. Communicate and educate the sales team on plans and outcomes for better target allotment.
- ⇒ Collaborating with team managers for the executing of a huge budget nationwide campaign (Discovery School Super League) Vijay Karnataka and The Hindu.
- ⇒ Track lead flow to ensure the appropriate sales channels are following up on marketing leads in a timely manner.
- ⇒ Maintaining various key performance matrixes - CPA, CPL, Revenue, and ROI.
- ⇒ To drive effective ATL & BTL marketing campaigns: School Engagement, New Paper advertisement, Seminar/Webinar.
- ⇒ Kiosk placement in societies/Mall/Metro, OOH, Local print/Media.
- ⇒ Work closely with the Centre Managers & AVPs to establish a robust inbound lead generation engine that runs on a well-planned approach.
- ⇒ Directed regional effort in the offline Marketing of Discovery School Super League Campaign by tying up with several media agencies like TOI, Hindustan times.
- ⇒ Responsible for cracking local assets along with national assets for lead generation.
- ⇒ Responsible for recruitment, training, managing and leading agencies, interns and on ground team members to ensure seamless delivery of lead.
- ⇒ Work closely with field marketers, based locally in the regions, to help execute your campaign plan.
- ⇒ Coordinating with various internal and external stakeholders including Center head, marketing managers, sales team etc.

Feb'21–March'22

**VMAS ASIA**

**Brand/Marketing Manager**

### **Key Role**

- ⇒ Collaborate with the business team (sales, product management and market development) to create and implement effective marketing communication strategies for products and services.
- ⇒ Strategizing and implementing campaigns leveraging both traditional (collateral, print advertising, direct mail, etc.) and digital (websites, e-marketing tools, SEO/SEM, social media, digital advertising, email, etc. (SOCIAL MEDIA) marketing tactics.
- ⇒ Conduct product marketing activities include advertising/ brand marketing, sales promotion, communication messaging, PR and trade exhibitions to create strong brand perception of products and service for the product/business
- ⇒ Develop plans and budgets for the marketing and communications program and its activities, monitor progress, assure adherence and evaluate performance.
- ⇒ Conduct audience research and monitor key audiences along with tracking and report on performance of marketing and communications activities and sharing important insights with business.
- ⇒ Actively soliciting relevant input from customers and the sales organization to revise existing collateral as appropriate, leverage digital wherever possible and develop new and vibrant marketing collateral to meet business needs.
- ⇒ Continually review changes to the market, customer trends and the activities of competitors, adjusting the marketing plan if necessary

June '18 - Nov'20

**Three Zero Inc**

**Brand/Marketing Manager**

### **Key Role**

- ⇒ Conceptualization, designing, printing and dispatching of Marketing Collaterals on a Quarterly basis in co-ordination with creative and communication agencies plus as per specific regional requirement.
- ⇒ launch of new products. Identified opportunities, researched new product possibilities, collaborated with digital team and created campaigns.
- ⇒ Handling the Online Marketing and Online Reputation Management of the Brand (Face book ) and Co-ordinate with Vendor for printing all types of collateral within the specified timelines.
- ⇒ Worked closely with Clients in the development and launch of company website site including, graphic design, copy, and layout and delivered under budget and on time, while reducing expenses.
- ⇒ All branding solutions under one roof starting from logo designing, to website development, brochure designing, digital marketing to developing Animation Company or Product Videos to electronic media advertisement.
- ⇒ Strategically involved in the development of products and services, defining targets, budgets and goals and initiated new marketing procedures and policies to enhance customer experience within the retail establishments.
- ⇒ Work directly with CEO to develop marketing plans and initiatives to increase sales, brand awareness, and to execute all marketing functions.

March'15 – May'18 "

**Strands Group of Company**

**Brand/Marketing Manager**

**Key Role**

- ⇒ Handling the Online Marketing and Online Reputation Management of the Brand (Face book & SEO) and Co-ordinate with Vendor for printing all types of collateral within the specified timelines.
- ⇒ Launch **Strands App** into the Market and Prepare Marketing Calendar for marketing activity like ATL & BTL.
- ⇒ Conceptualization, designing, printing and dispatching of Marketing Collaterals on a Quarterly basis in co-ordination with creative and communication agencies plus as per specific regional requirements.
- ⇒ Organize Event/Seminar in Hotels, Mall, School, University and Colleges. Take care of Branding and Promotion activity for Company and Execute Marketing Activities ( ATL and BTL Activity)
- ⇒ Oversee the production of newspaper and magazine advertisements, direct mail packs, email campaigns, websites, exhibition stands, road shows and liaising with art designers, copywriters, media buyers and printers.
- ⇒ Reduced annual media spending by 16% through negotiating with TV, radio and newspaper vendors.
- ⇒ Direct brand management, PR, media relations, corporate positioning, product launches, advertising, sales collateral and tradeshow marketing
- ⇒ Worked closely with agencies in the development and launch of company website site including, graphic design, copy, and layout and delivered under budget and on time, while reducing expenses.
- ⇒ Work directly with CEO to develop marketing plans and initiatives to increase sales, brand awareness, and to execute all marketing functions.
- ⇒ Strategically involved in the development of products and services, defining targets, budgets and goals and initiated new marketing procedures and policies to enhance customer experience within the retail establishments.

Aug'13 – Feb'15

**Jetking Infotrain Ltd**

**Marketing Manager**

**Key Role**

- ⇒ Overseeing complete business & operations in the institutional and corporate with accountability of profitability, forecasting monthly/ annual sales targets, & executing them in a given time frame.
- ⇒ Handling the Online Marketing and Online Reputation Management of the Brand(Face book & SEO) and Co-ordinate with printers for printing all types of collateral within the specified timelines
- ⇒ Organize Event/Seminar in Hotels, Mall, School, University and Colleges. Take care of Branding and Promotion activity for Company and Execute Marketing Activities ( ATL and BTL Activity)
- ⇒ Planned and coordinated company events and displayed marketing materials at the events
- ⇒ Developed and launched integrated, multi-channel print, radio, television and direct marketing campaigns
- ⇒ Wrote catalogs and training brochures that enhanced the sales reps' understanding of complex product features and helped them sell more effectively
- ⇒ Led market launch of new products. Identified opportunities, researched new product possibilities, collaborated with digital team and created campaigns

- ⇒ Leveraged strengths in cost-effective marketing management and vendor negotiations
- ⇒ Conceptualization, designing, printing and dispatching of Marketing Collaterals on a Quarterly basis in co-ordination with creative and communication agencies plus as per specific regional requirements.

<i>July'11 – Aug'13</i>	<b>CMS infosystem Pvt.Ltd</b>	<b>Marketing Executive</b>
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#### **Key Role**

- ⇒ Overseeing complete business & operations in the branches with accountability of profitability, forecasting monthly/ annual targets, & executing them in a given time frame.
- ⇒ Conceptualization, designing, printing and dispatching of Marketing Collaterals on a Quarterly basis in co-ordination with creative and communication agencies plus as per specific regional requirements.
- ⇒ Planned and coordinated company events and displayed marketing materials at the events
- ⇒ Wrote catalogs and training brochures that enhanced the sales reps' understanding of complex product features and helped them sell more effectively
- ⇒ Organize Seminar/Event in Universities and Colleges. Take care of Branding and Promotion activity for Company and Execute Marketing Activities ( ATL & BTL Activity).
- ⇒ Conceptualization, designing, printing and dispatching of Marketing Collaterals on a Quarterly basis in Coordination with creative and communication agencies plus as per specific regional requirements.

<i>June'04 – May'05</i>	<b>Shervani Hospitalities Ltd.</b>	<b>Crew Member</b>
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#### **Key Role**

- ⇒ Provide customers with a quick and accurate service and show sensitivity to their individual needs, both from behind the till as well as in the dining areas.
- ⇒ Food Preparation and cooking the wide variety of food we offer involves using a broad range of equipment and tools. They need to produce orders to a consistently high standard and understand that quality control is vital.
- ⇒ Cleanliness and Hygiene requires thorough training in order to maintain our high standards. Before they start, they learn to use a variety of cleaning utensils and chemical cleaning products along with the correct protective equipment.

<i>July'10 – Sep'10</i>	<b>India News Channel</b>	<b>Management Trainee</b>
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Project - Market Research for India News and comparative study with other news

### **ACADEMIC CREDENTIALS**

- ⇒ **MBA(Marketing and International Business)** from Rai Business School.(2009-2011)
- ⇒ **Bachelor of Arts** from Delhi University.(2005-2008)
- ⇒ **Diploma in Hotel Management** from Delhi institute of hotel management.(2003-2004)
- ⇒ **Intermediate** From Kendriya Vidyalaya, (2003)
- ⇒ **High School** from Kendriya Vidyalaya, (2001)

### EXTRA CURRICULAR ACTIVITIES

- ⇒ Participation in International Conference on Crystal ball grazing-Management practices beyond recession in Rai Business School
- ⇒ Participation in College Competition of Netaji Subhash Institute of management.

### PERSONAL DETAILS

Sex	:	Male
Marital Status	:	Single.
Interest	:	Public Relationship, Travelling, Music, Movies.
Language Known	:	English, Hindi.
Country	:	India
Home Address	:	I -7,Priya Apartment,D-Block,Vikas Puri, New Delhi,India