

AJIT KHEMKA

Professional with expertise in blending creative intellect / insight and planning skills for managing marketing & meeting top / bottom-line objectives.

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Profile Summary

- Proficient in planning, strategy, and executing multi-level marketing campaigns and product launches.; worked with world-renowned brands and talent to create impactful campaigns within the constraints of the stringent budgets and stipulated time
- P&L Evangelist: Consistent track record of progression & achieving goals; worked towards achievement piloting change and driving results as a P&L in companies of all sizes
- Decisive & performance-driven professional with expertise in developing strong market knowledge of partners / concessionaries and ensuring business growth opportunities aligned to company's strategic plans; provided in-depth analysis of markets, industry trends to improve strategic planning
- Proven excellence in new avenues, developing business from scratch & driving revenue growth and proactively conducting analysis; expertise in creating new partners and harvesting untapped business opportunities; effectively identifying and networking with channel partners, resulting in better performance.
- Skilled in managing the entire life cycle management of new customers like **customer acquisition, relationship management, retention, and business continuity.**
- Analysed **consumer insights**, ascertained target audience and the best way to reach them in the most cost effective & flexible manner with different set of communications and an effective media mix.
- An out-of-box thinker with a developed capacity to build and convey the big picture while enabling others to identify the implications of this for their daily work

Core Competencies

Marketing Strategy & Execution

Business Turnaround Management

ATL, BTL & Digital campaigns

Branding & Product Promotion

Internal & External Communication

Customer Engagement

Revenue Maximization

Content Enhancement/ Management

Team Building & Leadership

Soft Skills

Negotiation & Conflict Management

Team Building & Interpersonal Skills

High Business Ethics /Trustworthy

Analytical & Problem-solving

Effective Management Skills

Presentation Skills

Leadership and Delegation

Process Improvement

Planning & Execution Capabilities

Career Timeline



Work Experience

Amazon Seller (Self-employed)

Oct' 22 – Till Date

- Distributor for **spices, seasoning & herbs** for International Market.

Bangalore International Airport, Bengaluru

Senior Executive, Advertising & Performance Marketing

Feb'19-Sep'22

- Developed a marketing calendar and introduced new marketing concepts for the product & services to create a passenger experiences and up-sell for concessionaries (Product & services related to generating non aero revenue for the commercial department)
- Increased penetration, sales per pax, and average transaction value through the campaigns; managed marketing budgets of up to **INR 5 Crore**
- Represented the Marketing function to stay connected to strategy, roadmap & enhancements.
- Planned and strategized brand promotions by devising various marketing initiatives such as Strategic Content, Digital and Key Account Marketing; improving brand statement by evolving a target message map that clarifies the brand's key differentiators.
- Influencer: Nurtured great relationships internally, with the team and with leaders of other teams, and understanding the needs of customers & external stakeholders such as vendors and partners to ensure an excellent passenger experience.
- Evaluated the performance of the team, setting goals & providing feedback through meetings based on achievement and area of improvement by partnering with core business operations to increase the company's footprint, expand market share, and generate sustainable revenue gains.
- Conceived and implemented integrated marketing communication plans that maintained brand consistency, maximized effectiveness, met measurable objectives, and executed passenger experience.
- Compiled and analyzed data and presented performance metrics to understand campaign performance.

Important Projects:

Artelligent Robotics Assistance | Digital Directory Wayfinding | Digital Review System for Concessionaries | CarebyBLR | TheQuadbyBLR

George P. Johnson Event Marketing Private Limited, Bengaluru

Senior Account Manager

Nov'17-Oct'18

- Serviced existing clients for their events projects; conceptualized the briefs and made proposals for the same; studied client's requirement to be acquired for negotiation & finalization of contracts.
- Delivered prompt servicing to clients and flawless coordination with the operation team for zero error on execution
- Maintained & coordinated within various in-house departments creative, operations and finance
- Engaged in audience profiling, footfall planning, lead v/s target tracking & achieving sales pipeline for each event
- Catered to primarily IT clients e.g., **IBM, Google, TATA Communications, Red Hat & SAP**
- Managed events including conceptualization, set design, scheduling and on-site event management
- Gauged market trends and competitor activities, consumer behavior, etc. to gain the competitive edge

RN Eventsource Management Private Limited, Bengaluru

Group Account Manager

Apr'10-Sep'17

- Steered deep understanding of the client's requirements and clear translation of the brief to the relevant internal stakeholders.
- Prepared project checklists and timelines and managed planning module progress for smooth execution of the event
- Catered to various industries such as **Automobile, Apparel, FMCG, Banking, Insurance, IT, R&D, Manufacturing, Telecommunication, Mobile, Liquor, Education, HealthCare, NGO, Agencies, Start-ups & many more**
- **Played a key role in devising pitch presentations which led to winning new / existing clients on board**
- Serviced various clients for their experiential marketing, brand activation and events projects.
- Engaged in account management of key accounts through target achievement and effective resource allocation to projects
- Worked closely with the creative team in terms of ideation and coming up with ideas as per the client's requirement
- Administered revenue generation and P&L and engaged in competitor activities.



J P Morgan Chase

Team Member
Mar'09-Mar'10



Deutsche Bank

Process Executive
Jun'06-Aug'08



Education

- 2003 - 2006
B.Com. from Sri Bhagwan Mahaveer Jain College (Bangalore University)



Certifications

- Pursuing Advance Digital Marketing Course from MICA
- Executive Program for Young Professional, Marketing from IIMC



Trainings

- Digital Marketing
- Business Communication & Writing Skills
- Social Media Marketing
- Neuro Linguistic Programming
- Exceptional skill to interact effectively cross-functionally with business leaders



Notable Accomplishments

- Received appreciation emails during tenure in the event industry
- Recognized for completion of advertising projects at BIAL
- Business idea shortlisted in "BLR Idea labs" on the lines of Shark Tank
- Appreciated & rewarded at BIAL for generating the highest sales for-The Quad by BLR
- Acknowledged with " Star of the month" during tenure at Deutsche Bank

Personal Details

Date of Birth: 15th February 1985
Address: Bengaluru-560095, Karnataka
Languages Known: English & Hindi