



PARAS GANDHI

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Dadar, Mumbai-400031

30/08/1992

BRAND EXPERIENCES

Oxy Skin Care
Beardo
Mamaearth
Pride of Cows
Vadilal Ice creams
Haldirams
Bosch Home Appliances
Siemens Home Appliances
Ethnix
Parx
Walkaroo
Divine Solitaires
Palladium Chennai
Future Generali Life
Aegon Life
Bandhan Bank
Kotak Bank
HDFC Housing Finance
HDFC securities
Quantum Mutual Fund
MoneyFlix
Aegis School
RISE WPU
Kolte Patil Developers
Zee Digital
Microscan Technologies

INDUSTRY EXPERIENCES

FMCG
Food & Beverage
Consumer Appliances/Durables
Apparel & Fashion
Technology
BFSI
Real Estate
Education
Entertainment

EXPERIENCE - 9 YEARS 3 MONTHS

12/2019 - Present

FIRST SIGHT (INTEGRATED MARKETING AGENCY)

Brand Head & Strategist

- Construct brand planning, brand portfolio & brand development including brand positioning, target audience, 360* marketing communication, marketing channels & media
- Aid in pricing, product & promotion strategies based on consumer data, competition analysis & market research
- Understand consumer behaviour, demands & needs to develop marketing plan & marketing strategy to grow brand's market share & brand health
- Create brand & Go To Market (GTM) strategies to generate brand awareness & brand recall
- Drive brand launches & product launches via online marketing & offline marketing

07/2017 - 12/2019

8 BIT MEDIA & EVERYMEDIA (DIGITAL AGENCY)

Account Manager & Digital Strategist

- Build product strategies including product development, product positioning & product marketing
- Conceptualise brand innovations & properties to cater brand & customer experiences.
- Foster content marketing through digital marketing on social media, Google, influencers, bloggers, website, app, PR, email, SMS, WhatsApp & other media platforms
- Suggest digital spends & marketing budget to meet brand goals & objectives
- Conduct ROI analysis to monitor & enhance brand KPI

05/2013 - 08/2015

BLITZKRIEG (INTEGRATED AGENCY)

Brand Associate

- Indulge in consumer analysis & interpret consumer insights for consumer segmentation, integrated marketing communication & multi-channel marketing
- Execute outdoor, print, radio, TV (ATL) & celebrity endorsement campaigns
- Implement In-store, mall & on-ground activations (BTL) including merchandising, sampling and trials
- Liaise with loyalty, packaging, PR & research agencies

EDUCATION - MBA

2015 - 2017

MBA (FULL TIME - MARKETING)

SIESCOMS

- College topper with a CGPA of 3.61/4

2010 - 2013

BMS (MANAGEMENT)

KC College

- Graduated with distinction of 73.75%

2009 - 2010

HSC (COMMERCE)

Swami Vivekanand Junior College

- Scored an aggregate of 80%
- Book-keeping and Accountancy Topper (99/100)

2007 - 2008

SSC

St.Xavier's High School

- Scored an aggregate of 84%