

MOHAMMAD IRFAN ANSARI

| +91-7979066978 | ansariirfan1010@gmail.com | linkedin.com/in/mohammad-irfan-ansari-/ | Bangalore, India |

MARKETING MANAGER

Versatile and Visionary Sales & Marketing Professional driving robust revenue growth through hands-on leadership, staff empowerment and customer-focused strategies.

Seasoned, Collaborative and Resourceful sales & marketing professional with **19+** years' experience in conceptualizing, implementing and overseeing innovative marketing campaigns, analyzing research data, expanding market share and propelling revenue growth encompassing food & retail industry. Possesses comprehensive background in executing marketing initiatives along with brand media strategy while leveraging capabilities in providing strategic market development to achieve solid sales growth. Builds relationships with key stakeholders, delivering solutions in alignment with business needs and market demands. Adept at identifying and creating new business opportunities, executing business plans, whilst ensuring compliance with company's values and objectives. Self-aware, approachable and progressive industry Thought Leader with strong brand instincts and a solid understanding of Sales & Marketing across food & retail operations. Possesses the innate ability to direct expansion initiatives with scaled systems, processes, and personnel to accommodate planned growth.

SKILLS & CORE COMPETENCIES

- Digital Marketing.
- Strategic Planning.
- Business Intelligence.
- Marketing & Branding.
- Business Development.
- Sales Strategy / Execution.
- Key Account Management.
- Team Management.
- New Product Launch.
- Budget Management.
- Contract Negotiations.
- Training / Development.
- Stakeholder Management.
- Market Research & Analysis.
- Market Penetration / Expansion.
- Cross-Functional Collaboration.
- Vendor / Channel Partnerships.
- Sales Operations Management.
- Client Relationship Management.
- Continuous Process Improvement.
- Distribution Channel Management.

PROFESSIONAL EXPERIENCE

SHAKHTI HEALTHY FRESH MEATS PVT LTD | MARKETING MANAGER - RETAIL | Bangalore, Karnataka | **JUN 2022 – Till Date**
Bangalore's leading neighborhood Meat retail chain, 18 stores across Bangalore

- Leading marketing plans, corporate communications, and awareness campaigns for increased visibility & brand recall.
- Handling all facets of marketing functions including vendor development, brand development, creative execution, promotion development.
- Analyze customer insights, customer trends, market analysis and build the best strategies.
- Create, maintain, and conduct analytics reporting across multiple platforms and extract key insight for future campaign development and go to market strategies.
- Conceptualize and execute multi-channel campaign.
- Identify effectiveness and impact of current marketing initiating with tracking and analysis and optimize accordingly

SHALIMAR GROUP OF COMPANIES | MANAGER - BRANDING & DIGITAL MARKETING | Kolkata | **MAY 2014 –Sep 2020**
Shalimar Group is a pioneer in the Poultry Industry of West Bengal with operations spanning across 13 states in India.

- Orchestrated all facets of marketing functions including account management, vendor relations, brand development, creative execution, promotion development and implementation in compliance with business practices, company policies and procedures.
- Spearheaded product marketing strategies and execution across **6** strategic business units, with an annual turnover of **INR 4KCr.**
- Analyzed Brand attributes, market trends & intelligence for marketing solutions resulting in brand awareness.
- Led marketing plans, corporate communications, and awareness campaigns for increased visibility & brand recall.

- Drove channel partnerships, customer-centric sales strategies, operational best practices and marketing functions.
- Redefined go-to market strategy to deliver accelerated growth, by leveraging industry platforms via channel partnerships.
- Implemented key programs, budgets and performance measures to facilitate accountability, visibility and exceptional productivity.
- Identified organizational bottlenecks and executed process improvement initiatives, resulting in reduction of operating expenses.
- Mobilized strategic market research programs including qualitative and quantitative analyses, in order to gain consumer insights.
- Developed new packaging/marketing collaterals and launch materials during store / product launch, event / exhibition, and customer engagement initiatives.

BARAMATI AGRO LTD | BRAND MANAGER - FROZEN FOOD | Pune, Maharashtra |

DEC 2012 - MAY 2014

Baramati Agro is a prominent player in the agri-business sector, catering to leading institutions and global retail chains.

- Undertook Consumer Research to support channel marketing & sales initiatives.
- Worked cross-functionally with internal stakeholders to develop the company's branding guidelines toolkit.
- Devised optimal business strategy to expand brand footprint and achieved consistent quarterly sales growth.
- Crafted brand awareness campaigns for social media and public relations team that increased monthly sales by **25%**.
- Implemented consumer research and market trends into actionable insights for sell-in and sell-thru communication strategies.
- Engaged in comprehensive market research and competitor analysis, as well as presented the reports to the leadership team.
- Oversaw content creation for seasonal initiatives and product drops to be used on all channels including retail, online & paid media.
- Prepared and executed brand communication strategy across all platforms such as digital multimedia, marketing/sales materials, trade shows, and promotions.

RELIANCE RETAIL LTD | STATE MARKETING MANAGER | Maharashtra |

NOV 2009 - DEC 2012

Reliance Retail is India's largest retailer delivering superior value to its customers, suppliers and shareholders.

- Executed key seasonal marketing programs such as fixtures, product displays, concept shops, and seasonal graphics/POS, POPs.
- Facilitated with the store Managers and executed innovative marketing campaigns, leading to **30%** increase in monthly revenue.
- Optimized business strategies and human capital as per organizational compliance, while driving cross-functional improvements.
- Performed ongoing market research & demographic profiling to identify and capitalize on unmet market needs ahead of the curve.
- Leveraged cost-effective marketing management and vendor negotiations to end each year an average of **15%** under-budget.

EARLY CAREER

- **Reliance Fresh Ltd | Store Manager -Store Operations | Nashik, Maharashtra -** **JAN 2007 - NOV 2009**
- **Reliance Industries Ltd | Retail Store Manager (Petroleum Retail Business) | Kolhapur, Maharashtra -** **MAR 2005 - DEC 2006**
- **S. C. Johnsons | Territory Sales Incharge | Jalgaon, Maharashtra -** **OCT 2003 - MAR 2005**
- **PepsiCo India Holdings Pvt. Ltd | Sales Trainee | Nashik, Maharashtra -** **MAY 2002 - OCT 2003**

EDUCATION

- **MBA (Marketing) |** MGV's Institute of Management & Research | University of Pune | Pune, Maharashtra.
- **Bachelor of Science |** KTHM College | Nashik, Maharashtra.

CERTIFICATIONS

- **Google Digital Marketing unlocked |** **APR 2020**
- **Social Media Marketing | HubSpot Academy |** **JUL 2021**
- **Certified internal HALAL auditor |** **2018**

LANGUAGES: English, Hindi & Marathi.