

Pavan Velivela

Senior Branding Professional

Be the voice of the company: Tell compelling stories about our products, our people, and our brands. Work alongside leaders from business, technical and creative teams to ensure the right message is heard. Position and manage our brands, internal and external messaging, and generate demand via integrated customer acquisition and retention activities



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WORK EXPERIENCE

Manager Branding Visaka Industries Limited

01/2022 - Present

Hyderabad, India

Achievements/Tasks

- Primary responsibility for handling Branding Activities across India.
- Responsible for end to end Digital Marketing.
- Public Relations of the company and top management.
- Ad Film Shooting and Release in different platforms, Exhibitions & Events.
- Celebrity Management.
- Product launch, Corporate Gifting.
- Handling the team includes "Designers, Digital Media, Video Editors, Content Developers, ATL/BTL, PR."

Manager – Branding & Marketing Communications NCL Industries Ltd.,

07/2020 - 12/2021

Hyderabad, India

Achievements/Tasks

- Primary responsibility for handling Marketing Activities across India.
- Responsible for achieving Marketing & Branding targets.
- Responsible for end to end Digital Marketing.
- Public Relations of the company and top management.
- Ad Film Shooting and Release in different platforms, Exhibitions & Events.
- Celebrity Management.
- Develop/maintain social media profiles and quality content on Facebook and LinkedIn.
- Develop/maintain Annual Budgets for different brands in the group.
- Product launch, Corporate Gifting.
- Develop and implement customer service response to common complaints and a process in which they are resolved and communicated.



SKILLS

Marketing Strategies & Campaigns

Creative Team Leadership

Corporate Communications

Product Positioning & Branding

Web & Print Strategy

Focus Group & Market Research

Development of Training Materials

Media Relations

Vendor Management

New Product Launch

Events & Exhibitions

Celeb Management

Paid Marketing

Digital Marketing



VOLUNTEER EXPERIENCE

Red Cross & Old Age Home For Cows Private Organizations

01/2015 - Present

Hyderabad, India

Tasks/Achievements

- Animal Rescue Services



EDUCATION

Master of Business Administration (MBA)

Symbiosis International University

06/2010 - 05/2012

Pune, India

B.Tech

Jawaharlal Nehru Technological
University

08/2006 - 05/2010

Hyderabad, India



WORK EXPERIENCE

Manager – Marketing & Communications

Shakti Hormann Pvt. Ltd.,

02/2017 - 06/2020

Hyderabad, India

Achievements/Tasks

- Brand improvement & development.
- Conduct campaigns across the geography to build consumer preference for the brand.
- Develop strategic communications planning for promotion and dissemination of corporate and marketing content.
- In conjunction with the web team, create, adapt, improve and optimize web communication for SEO and organic and keyword search.
- Conducting ATL, BTL activities & national and international exhibitions.
- Develop/maintain social media profiles and quality content on Facebook and LinkedIn.
- Identify appropriate print and social media channels for targeted campaigns.

Manager – Marketing & Corporate Relations

Hebron Properties Pvt. Ltd.,

02/2016 - 02/2017

Bangalore, India

Achievements/Tasks

- Primary responsibility for handling Marketing Activities across Bangalore.
- Brand improvement & development.
- Conduct campaigns across the geography to build consumer preference for the brand.
- Devising promotional collaterals to create a buzz around the brand.
- Devising and inking tie-ups with clients with huge foot falls for lead generation.
- Data Management, Competitor analysis, Data analysis & lead flow.

Asst. Manager – Acquisition Marketing

Mahindra Holidays & Resorts India Ltd.,

02/2014 - 01/2016

Hyderabad, India

Achievements/Tasks

- Primary responsibility for handling acquisition Marketing Activities across all the branches of A.P & Telangana.
- Responsible for achieving acquisition targets.
- Lead, handle and drive productivity of a large 20 member team to achieve budgeted goals.
- Brand improvement & development.
- Conduct campaigns across the geography to build consumer preference for the brand.
- Devising, rolling out and administering acquisition schemes.
- Devising and inking tie-ups with clients with huge foot falls for lead generation.



LANGUAGES

Telugu

Native or Bilingual Proficiency

English

Native or Bilingual Proficiency

Hindi

Native or Bilingual Proficiency



INTERESTS

Farming

Travel

Cooking

Photography



WORK EXPERIENCE

Marketing Manager – Marketing and CRM Advisor Sri Jayalakshmi Automotives Pvt. Ltd

01/2012 - 01/2014

Hyderabad, India

Achievements/Tasks

- ▶ Primary responsibility for handling end-to-end acquisition marketing activities across the sales & service branches.
- ▶ Lead, handle and drive productivity of a large 14 member team including customer relations team.
- ▶ Ink tie-ups and organize road shows at place with high foot falls.
- ▶ Conduct promotional campaigns across the geography to build prospects base and consumer preference.
- ▶ Devising, rolling out and administering schemes to keep sales team motivated.
- ▶ Competition analysis and market intelligence.
- ▶ Conduct short term promos in the showrooms to convert walk ins into sales.
- ▶ Conceptualizing and executing lead generation campaigns.

Marketing In-Charge Bartronics India Ltd.,

08/2010 - 05/2012

Hyderabad, India

Achievements/Tasks

- ▶ Achieving monthly, quarterly & annual budgeted targets.
- ▶ Prospecting, identifying & acquiring Clients for providing RFID Solutions.
- ▶ Maintaining healthy relationship with key influencers for repeat / referral customers.
- ▶ Creating and make corporate presentations to potential clients for acquiring them as customers.
- ▶ Liaising & coordinating with project team for providing appropriate solutions to prospective clients.
- ▶ Targeting and acquiring Corporates / SMBs as customers for bulk orders.