



RESWIN A

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SUMMARY

A Savvy marketing professional with six years of experience in leading the development and execution of integrated marketing campaigns and extensive exposure to diverse marketing domains. Managed all major FMCG categories and have experience in handling marcom across various sales channels and worked closely with renowned consumer brands. Exhibiting strong and effective communication proficiency, and a resolute, goal-driven approach towards achieving exceptional results. And utilizing data-driven decision-making to enhance marketing strategies

PROFICIENCY ACQUIRED

- Brand & Marketing Management
- BTL Marketing
- Trade Promotions
- Ecommerce Marketing
- Digital & Performance Marketing
- Category Management
- International Marketing
- Team management & Leadership



EDUCATION

LOYOLA INSTITUTE OF BUSINESS ADMINISTRATION, CHENNAI

MAY 2015 - APR 2017

PGDM - Marketing, CGPA - 6.28/9

Electives: Product & Brand Management, Sales & Distribution, Marketing Communications, Digital Marketing, Consumer Behavior, Pricing, Customer Relationship Management, Strategic Marketing, Services Marketing, International Marketing, B2B Marketing, Emerging Market Strategies

FRANCIS XAVIER ENGINEERING COLLEGE, TIRUNELVELI, TN

AUG 2010 - APR 2014

BE - Electronics and Communication, CGPA - 7.17/10

M.S.P MEMORIAL HIGHER SECONDARY SCHOOL, DINDIGUL, TN

JUN 2009 - APR 2010

Class XII (Tamil Nadu State Board) - 76.4%

M.S.P MEMORIAL HIGHER SECONDARY SCHOOL, DINDIGUL, TN

JUN 2007 - APR 2008

Class X (Tamil Nadu State Board) - 93.8%

CERTIFICATION COURSE - PGCPMBM

JAN 2019 - JUN 2019

Mudra Institute of Communication (MICA), Ahmedabad

A specialized course on Brand Management, Online – Instructor led



WORK EXPERIENCE

RELIANCE JIOMART, BANGALORE

MAY 2022 - PRESENT

Category Marketing Manager

Categories Handled: Beauty & Personal Care, Home Care, Health & Wellness

Brands Handled: All top brands under the respective categories which are high GMV grosses on the platform, Example - Dove, Nivea, Ponds, Surf Excel, Vim, Colgate, Whisper etc.,

Responsibilities:

Category & Brand Growth: Launching and scaling up of product categories, driving growth through strategic initiatives and effective promotion of key products and brands

Site Merchandising: Planning of site merchandising based on latest trends & seasonality, while owning the monthly merch calendar. Using Google Analytics to improve the CTR & impression share.

Promotion Campaigns: Designing and executing promotion campaigns by leveraging merchandising vehicles. Optimizing marketing ROI through best practices and study of past data.

Digital Marketing: Monthly planning of performance marketing campaigns & budget allocation, CRM execution and utilizing the owned social media pages effectively.

Traffic Share: Driving the category traffic & conversion metrics like PDP, PLP, GMV etc., and making necessary interventions to achieve the desired traffic share and maintain the trend on track.

Brand Building: Collaborating with Marquee and Top brands to execute highly impactful go-to-market digital campaigns, promotional campaigns, driving discoverability & improving visibility.

Customer Acquisition: Working towards improving new customer base and executing customer loyalty programs in the form of coupon codes to trigger repeated buys.

LAWAND, BANGALORE

FEB 2021 - APR 2022

Assistant Brand Manager

Categories Handled: Processed Food and Beverages – Snacks, Breakfast Cereals, Plant Milks etc.

Brands Handled: Top F&B brands from Australia and company-owned private label brands. Bee Natural Nut Bar, Carman's, Old El Paso, Yes You Can etc.

Responsibilities:

Brand Management: Custodian of the designated categories and brands in the market. Worked on strategic positioning & consistent brand building to drive sales growth and to achieve the targets.

Marketing Promotion: Planned & executed marketing activities with importance to BTL, Ecommerce, Social media, Trade events, Food expos etc., to build brand awareness.

SKILLS

Communication

Strategic Thinking

Multi Tasking

Creativity

CO-CURRICULAR ACTIVITIES

Organizer of LIBAzaar, the yearly marketing carnival of LIBA - 2016

Organizer of BEACON, the annual ethics conference of LIBA - 2015

Won 1st price in the Marketing marathon case study at LIBA - 2015

Secretary of student's association (ECORAL'S) in BE final year - 2014

Treasurer of student's association (ECORAL'S) in BE third year - 2014

Class Representative, continuously for 7 years from VI to XII Std - 2010

Won, awards in speeches & debates at College & School level - 2014

ADDITIONAL INFORMATION

Date of Birth: 26th October 1992

Marital Status: Single

Permanent Address:

15, Visuvasapuri 4th Street,
Gnanaolivupuram, Aarapalayam,
Madurai, Tamil Nadu - 625016

Present Address:

396, Ground Floor, 18th Main Road,
6th Block Koramangala, Bangalore,
Karnataka - 560095

Languages Known:

Tamil, English, Malayalam, Hindi

Hobbies:

Gymming, Shopping, Wandering

New Brand Building: Contributed in developing of company-owned private label brands which were at the nascent stage. Proposed and launched new categories and SKUs from the suppliers.

Sales Growth: Monitored sales volume & inventory levels, and worked towards generating demands. Prepared monthly sales projections to initiate the order placements.

Market Research: Carried out extensive secondary research to analyze brand performance, identify untapped opportunities, and understand market trends and competitor activity.

Pricing & Packaging: Evaluated the product pricing periodically in light of changing freight costs & profit margin. Approval of artwork and, if necessary, making changes to the packaging.

IPAC, CHENNAI

OCT 2020 - JAN 2021

Campaign Management Associate

Events Handled: Mass political campaigns of 2021 Tamil Nadu assembly election

Responsibilities:

Campaign Management: Was in charge of organizing, carrying out, and fully monitoring 360-degree campaigns with the aim of canvassing the general public for the upcoming election.

ATL Marketing: Conceptualized & executed highly impactful outdoor medium for large scale outreach and facilitated media campaigns for the assigned projects.

Team Lead: Managed a team of executives, worked closely with party leaders and other stakeholders to ensure a successful execution of large campaigns.

VARUN BEVERAGES LIMITED, COCHIN

OCT 2019 - SEP 2020

Area Marketing Manager

Categories Handled: Beverages – Carbonated drinks, Energy drinks, Mango & Milk based drinks

Brands Handled: All beverage brands of PepsiCo in the territory (Kerala) assigned, Pepsi, 7Up, Slice, Mountain Dew, Miranda, Sting, Nimbooz, Gatorade etc.,

Responsibilities:

Team Lead: Led and managed the marketing team & responsible for all the marketing activities of the territory (Kerala) and effectively managed the workforce to achieve organizational objectives.

Budget Handling: Responsible for Planning, executing & monitoring all the marketing spends, to support the achievement of sales goals and the brand objectives. Managed budgets up to 2 Cr.

Brand Visibility: Conceptualized & Executed In-shop branding, POSM displays, New product launches, Trade promotions, Sampling and all kind of BTL activations.

Vendor Management: Approval of agency partners for all the Marketing projects and executed the tasks under strict timelines with a focus on quality and creativity.

ATL Marketing: Facilitated the execution of OOH and Media campaigns, ensured their success by integrating it with the ongoing trade promotions and ground level activations.

Sales Target: In coordination with the front-line sales team and the marketing personnel, worked to achieve the focused brand's monthly sales volume.

HDFC BANK , CHENNAI

JUN 2017 - SEP 2019

Analyst – Product Management & Marketing, Credit Cards

Responsibilities:

Product Marketing: Responsible for creating product awareness, internal product promotion, new feature enhancement and in charge of all the marketing activities.

Dashboards & Presentation: Analyzed the real time data and framed strategies to increase the usage & productivity of the product. Prepared & published newsletters and dashboards.

Data Analytics: Designed and developed new data models like KPI.



PGDM INTERNSHIP

AACHI MASALA FOODS PVT LTD, CHENNAI

APR 2016 - JUN 2016

Project Title: Competition benchmarking & devising strategies for RTC segment of Aachi

A descriptive market research with focus on Strategic positioning & Branding of RTC (Ready To Cook) product segment, by benchmarking the competitor's (**MTR Foods**) best practices.