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**Profile:** A full-stack marketer with a diverse skill set and proven track record of building brand and business from ground zero. A strategic and creative thinker with the ability to see the - big picture- and interpret environmental changes and their impact on the organization. An outstanding leader with demonstrated capability to mentor teams and establish effective relationship with vendors, media, channel partners and customers. Made significant shift in market share through disruptive strategy, high-impact campaigns, demand generation, growth hacking and process efficiency.

**Key Skills:**

Integrated Marketing  
Brand Strategy  
Advertising & MarCom  
Demand Generation

Digital Transformation  
Social Media Marketing  
Public Relations  
GTM Plan

Google Ads, Native Ads  
Biz Process Management  
Marketing Automation  
SEO & Website Mgmt.

**Industry Expertise:** Real Estate | Management Consultancy

Biz Analytica	Bangalore	CMO	Since	2023
JRC Projects	Bangalore	Vice President Marketing & Growth	2018	2022
Mana Projects Pvt. Ltd	Bangalore	Head of Sales & Marketing	2014	2018
Aliens Developers(P)Ltd	Hyderabad	Asst.Vice President Marketing	2010	2013
DesignArch Infra Ltd	Delhi NCR	Vice President Marketing & Comm.	2008	2010
Eminent Developers	New Delhi	Head Sales & Marketing	2005	2008

**Marketing Transformation:** Leading the overall strategy, disruptive marketing, digital transformation, marketing automation, end to end brand experience and process efficiency.

**Strategy:** Developing comprehensive marketing strategies aligned with the organization's business goals, target audience, and industry dynamics.

**Omnichannel marketing:** Devising omnichannel strategy and implementing campaigns across all channels of customer contact and brand touch points to build brands, and acquire customers.

**Business Process Optimization:** Analyzing and optimizing existing business processes to improve efficiency, reduce costs, enhance productivity, and streamline operations.

**Leadership:** Providing leadership to the marketing, sales, digital, content and CRM teams to drive the top-of-funnel leads and communicate brand value proposition effectively.

**Growth Marketing:** Developing and executing full stack data driven campaigns, focused on key metrics such as lead growth, demand growth, customer growth, brand growth, etc.

**Analytics:** Utilizing data analytics tools and techniques to measure marketing performance, track KPIs and improve return on investment

**Brand Marketing:** Develop strategic marketing campaigns tailored to key buyer personas. Drive the strategy, working ground up to convey complex ideas at all levels

**Copy Writing:** Writing original copy for a range of communication materials viz. brochures, websites, social media posts, press ads, radio and audiovisual scripts, blogs, etc.

**Brand Communication:** Managing the brand communication to ensure all branding initiatives are consistent and differentiated and brands measure up to the overall positioning.

**Positioning:** Validating, testing & evolving the positioning of the brand to ensure ongoing relevance in the context of competition, changing customer preferences.

**Brand Strategy:** Developing core communication and give strategic road map to the brand. Translating brand positioning, proposition and purpose into everyday cohesive customer story.

**Customer Experience:** Create a superior brand experience across customer touch points. Ensure an enriching site experience by articulating brand differentiation on lifestyle proposition

**Best Brand Practices:** Creating marketing calendar in line with the brand strategy. Developing brand guidelines and implementing best practices to ensure max brand awareness and recall.

**MarCom:** Develop collaterals as per marketing blueprints by differentiating brand clearly with distinct promises that hold on to sustainable competitive advantages

**KPI:** Reviewing campaigns that were ineffective in delivering the key messages to the target personas, identifying the root cause of the ineffectiveness and working on relevant messages

**Marketing Initiatives:** Analyze the external issues driving the business growth and build internal capabilities to deliver focused marketing programs.

**GTM Strategy:** Devise launch plan, defining goals, audience, positioning, messaging etc. Work closely with stakeholders to align operational, technical and HR structure with launch plan.

**Post launch ramp-up** through tactical marketing initiatives, developing high performing funnel and devising offerings to the chosen segments

**Market Research:** Capture market intelligence in a structured way on a regular basis, on strategic moves of competitors, customer preferences and insight, market trends, pricing, etc.

**Referral Program:** Devising a reward program for referrals. Measure effectiveness of the program with a focus on ROI and brand connection

**Public Relations:** Create visibility and position the brand distinctively through media influencing programs, interviews, articles, awards, quotes, press releases, etc.

**Corporate Communications:** Create a distinct image for the company and the senior management team by positioning it as a credible, leading, and respected player in the real estate domain.

**Digital Marketing:** Paid, owned, and earned media strategy development. Implement performance campaigns comprising Google Ads, Social Ads, Native ads, eMail marketing, etc.

**Social Media:** Building awareness and credibility and acquiring customers through social media outreach and engagement.

**SEO:** Plan and implement On Page, Off Page and Technical SEO. Analyze search console and edit web content for higher SERP and to be in line with overall communication goals

**ORM:** Manage product reviews on google business profile, consumer complaint portals, generic product review portals, and realty portals and discussions on social media and forums

**Digital PR:** To develop a well thought content-based PR strategy using blog, online news wires, social media profile of company's various web properties, etc.

**Content marketing:** Develop relevant content that create visibility, gain mind shares and help organization being perceived as thought leader of the industry.

**Digital Assets:** Build long term digital assets for consistent branding across campaigns, websites, youtube, search engine results, email marketing, content marketing, blogs, videos etc.

**Marketing Automation:** To automate sales and marketing process and eMail campaign. To leverage CRM tool for effective lead management, and transaction processing.

**Website Optimisation:** Evaluate and redesign the websites in terms of UI, UX, hierarchy, navigation, aesthetic, brand positioning and personality etc.

**Pre-Sales Operations:** To track and manage leads from various touch points and implement a regimented follow up process on leads to improve conversion ratios

NRI Sales: Management of Pre-sales desk to service the leads in real time irrespective of time zones.

Team Management: Establish an organisational climate conducive to maximizing employee potential, productivity, and retention

**Sales:** Accountable for overall productivity and effectiveness of the sales team, including goal setting, planning, reporting, job design, training, incentives etc.

Channel Sales: Identify and develop the channel partners to maximize penetration. Analyze sales statistics to understand business potential, campaign performance etc.

Sales Force Activity Plan: Design various activities and norms for the sales team and ensure deliverables within timelines that increase the efficiency and effectiveness of the specific project

**P&L Responsibility:** Maximise revenue and minimise expenses through effective implication of resources, data driven marketing and aligning whole system of activities with PL objectives

**MGRM Ltd.** (FMCG)                      New Delhi/Mumbai                      Mgmt. Trainee - Regional Manager

Channel Management: Identified and developed 7 dealers for Delhi & NCR and 1 super distributor and 6 dealers for Mumbai, contributing 70% of total sales revenue.

Institutional Sales: Penetrated dozens of profitable A/Cs. Regained the confidence of institutions that had previously been dissatisfied with company's services.

Sales force Management: Transformed an under producing team immediately resolving long-standing problems and institutionalising incentives that elevated performance while building morale

Product Launch: Led the team from the front in launch of new products. Grew sales by 60% by re-focusing wholesale product assortment and high value products.

Customer Care Service: Set up and managed "Help line" designed to deliver products at the customer doorstep on call that generated over Rs.1 million in direct sales revenue within a year.

Sales Promotion: Devised and executed promotional plans with appropriate feedback and evaluated its results. Carried out sales and competition analysis.

## **Education & Training**

MBA                                              Shivaji University, Maharashtra.

DM (Digital Marketing)                      IIT Delhi

Technical skills:                              HTML, CSS, JS, Photoshop, WordPress

Digital Marketing for Business Growth by Mitchell Watkins, Visiting Faculty London Business School

Digital Transformation by Prof. Richard Klosky, Kellogg University, USA.

Real Estates Sales by Craig Lawn Author of SHUT UP & SELL

Driving Business Performance by Grand Thornton India

Negotiation Analysis by Prof. Dishan Kamdar, ISB

Notice Period: 1 month.