



ARIJIT DAS



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Key Success stories

- Planning, managing and executed most successful launch of Radiance history with unmatched ROI overall cost per booking
- Building and managing a high performance presales team dedicated for Bangalore
- Activating various offline marketing channels of lead generation in Bangalore market
- Introduced unique strategic tie ups and activities for customer engagement and new customer acquisition

Key Success stories

- Re-strategizing Incor Carmel heights marketing approach by introducing various strategies, which resultant significant growth in marketing sales
- Re-strategizing Incor Carmel Heights brand communication through social media and other creative and communication
- Activating in-house digital marketing under own supervision
- Activating referral marketing and significance existing customer interaction with brought a significant growth in referral sales

KEY COMPETENCIES

ATL & BTL Activation

Digital Marketing

Brand Management

Content Marketing

Referral Marketing

Marketing Budget Plan

Strategic Planning

Project Launch

Agency Coordination

Team Handling

Customer Engagement

Cross Functional Collaboration

PROFESSIONAL SNAPSHOT

- A senior level integrated marketing specialist with more than 12 years of experience
- Strong analytically thinker & problem-solving skills
- Self-motivated & ability to motivate a team
- Good insights of various offline and online marketing channels and current trends
- Strong communication skills with proven ability to persuade
- Multi-tasking ability with proven organizational skills
- Strong understanding of various successful project launches and re-launches

Apr 2022 – Present

MANAGER - MARKETING

Radiance Realty Developer India Limited, Bangalore

- Heading end to end marketing initiative and activities for Radiance Bangalore projects
- Ensure proper lead flow and site visits in order to achieve target
- Conduct on ground research of the micro-markets as required and ensure geography alignment
- Plan, manage and execute marketing plan for the assigned projects in coordination with various external agencies
- Ensure that the customer experience at site is as per the defined service standards through regular site visits
- Ensure project site branding and upkeep is in line with the brand guidelines
- Create and maintain the report of key performance metrics such as marketing cost management, cost per lead, lead to deal conversion, etc. undertake analysis of the same and implement corrective actions for improvement
- Maintaining collaborative working relationship with various department and HO in order to achieve common goal

Aug 2019 – Aug 2021

MARKETING MANAGER

Incor Infrastructure Pvt Ltd, Bangalore

- Overall in charge all marketing initiatives and activities for Bangalore projects
- Based on objectives, develop strategies and plans to successfully achieve those goals
- Understand and identify key marketing opportunities in the market and deliver strongly integrated marketing campaign
- Work closely with sales team to plan marketing campaigns and successfully driving the execution of those programs
- Coordinating cross-functional teams to execute marketing campaigns. Monitor them and gain insight from performance report and assess against goals
- Plan, track, and reconcile marketing budgets based on campaign priority quarterly and annually.
- Track ROI and seek to optimize budget investments for results.

Key Success stories

- Planning and execution of most successful project launch of SOBHA Royal pavilion
- Ideation, managing and execution of VR module for Sobha projects
- Idealization, planning and pilot testing strategic tie up between NICE road and Sobha limited

Key Success stories

- Digital marketing activation for brand awareness of Foxin
- Activation of Social media pages
- Complete revamp in Foxin website and transformed it in eCommerce website
- Resuming Convergence (National & international a dealers partners meet)

CERTIFICATION

**Social Media Marketing Agency:
Digital Marketing + Business**

From udemy.com in 2020

Course highlights:

- Social media marketing
- SEO
- Email marketing
- Google Ads
- Google Analytics
- Remarketing & many more

- Develop a strong collaborative working relationship with HO team and local team
- Build and maintain strategic relationships with key agencies and vendors
- Managing pre sales team
- Conducting competitive analysis

Jun 2017 – Aug 2019

SENIOR MARKETING EXECUTIVE

Sobha Limited, Bangalore

- Ideating, planning, organizing and executing various ATL & BTL Campaigns to generate lead to help sales personnel to achieve their respective target.
- Being one point of co-ordination various ATL & BTL activities for assign project
- Maintaining strong professional relation with various BTL Vendors
- Competitive analysis
- Managing all operational work of assigned projects.
- Team handling for daily activities
- Enriched with experience of various project launches of SOBHA Limited

May 2016 – May 2017

MANAGER – MARKETING

Balaji Solutions Private Limited, Kolkata

- Overall in charge of designing, coordinating, managing and executing all kind of marketing and branding activities for Foxin through various media in pan India level
- Planning, executing and managing ATL activities like corporate TV Commercials, advertisement in print media ad, bus branding
- Planning executing & managing BTL activities and events like national tradeshow, exhibitions etc
- Managing various online activities like managing social media handles, ORM, activities in various affiliated websites, email marketing
- Managing a team of graphic designers for various designing works like brochure, articles, standee etc. design meet pan India team requirements
- Planning marketing activities in conjunction with company's growth plan and working out strategies to execute the plan.
- Prepare, analyze and share various marketing activity report to Business Head and Director

Apr 2014 – May 2016

SENIOR MANAGER - MARKETING

Bluehill Technologies Private Limited, Kolkata

- Beginning sales for the company and generation of revenues through spaceselling.
- Understanding customer needs and develop POA on their marketing strategies and executing them
- Meeting prospect clients as well as present clients for developing and maintaining.
- Achieving sales target given by company.
- Managing a sales team, help them in achieving their target, taking their daily activity reports.
- Proving historical records by maintaining on area and customers sales.
- Maintaining existing client and managing ongoing project by coordinating with clients.

EDUCATION

2010

MBA, Marketing
ESC – Pau University, France

2009

B.Sc Bio technology
Acharya Institute of Sciences

LANGUAGES PROFICIENCY

English



Hindi



Bengali



Nov 2010 – Mar 2014

EXECUTIVE – BUSINESS DEVELOPMENT

SOLPower, Bangalore

- Handling sales, marketing activities.
- Developing and generating clients for Sol Power.
- Actively participating in designing the Plan of Action (POA) for Sol Power.
- Achieving business goals by working in a team oriented environment.
- Bidding for the tenders: Collecting required documents, Vender management such as find proper vendors, price negotiating with them etc. and tender submission.

Aug 2010 – Oct 2010

INTERNSHIP

Alltech Biotechnology Private Limited, Bangalore

- To study supply chain management of Indian poultry industry.
- To study the buying behavior of Indian customers.

I hereby declare that all the above mentioned information is true to best of my knowledge.

Date:

Place:

(ARIJIT DAS)