



# Aparna Raghuwanshi



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Navi Mumbai, India 400614

## PROFESSIONAL SUMMARY

Dedicated Senior Brand Executive in **Hindustan Unilever with 11 years of experience in Marketing and Supply Chain**, bringing experience in achieving tangible results and cross-team collaboration. Proactive and excited to partner with like-minded individuals to achieve goals.

## KEY SKILLS

- Marketing and Branding
- Product Development/Innovation
- Drawing Marketing Insights Category and Brand Strategy
- Innovation & Renovation Integrated Brand Communications
- Brand Mgt, planning & Optimisation
- Process Improvement Supply Chain Planning

## CORE QUALIFICATIONS

Proficient in

- MS-Office, SAP - MM Module and Internet Applications, Power BI tools, AI Tools

## INTERESTS

Interest & Hobbies: Playing musical instruments, Singing, Art & Craft, Travelling.

## LANGUAGES

- English and Hindi

## PROFILE SUMMARY

12/2019 - Current

### Senior Brand Executive

**Hindustan Unilever** | Navi Mumbai, Maharashtra

- Leading end to end Innovation and Communication designing for various platforms
- Managing ATL and BTL activities and there networks
- Generating Insights for Innovation and Brand Led Growth
- Developing Channel Strategy with Customer Development
- Writing Brand Strategic Plans including Brand Development Models
- Defining innovation platforms and roadmaps to build our competitive edge and product promise
- Developing compelling claims for Communications and Label Design
- Briefing Agencies & judge creativity
- Defining Brand Communications Idea and brand guidelines
- Generating Campaign Ideas/ Conversation platforms to support activity and build equity and business
- Developing Brand Experience Toolkits with 6 P assets and guidelines, work in collaboratively with our lead BB partners to amplify for markets and writing the Media strategy and lead channel planning
- Supporting Brand Builders and CD to deliver success in store with the shoppers we serve
- Owning **Category Strategy and Strategic plan** including **Strategic Pricing**
- Developing right business models to win
- Defining Brand positioning (Brand Love Keys) and choice of the brand attributes to drive
- Managing advertising copy development and budget (eg for TV, press, outdoor, digital, etc.)
- Tracking brand attributes and differentiation across the markets and work with BB to take corrective actions when needed.
- Benchmark our product and packaging performance vs competitors to ensure we are competitive and build quality
- Few innovations: **Kwality walls Gulab Jamun Icecream, Milk Cake Icecream, Slow Churn Icecream, Nolen Gur, Party packs, Cornetto royal kulfi and Chokissimo.**
- **Communication designing and onboarding Brand Ambassadors like Kajol, Ananya Pandey and Alia Bhatt for the Brand**

06/2016 - 12/2019

### Customer service Executive

**Hindustan Unilever** | Navi Mumbai, Maharashtra

- Looked after Big Bazar , Spencers, Bharti Retail, Easy Day as a client Pan India
- Maintained excellent customer satisfaction by delivering high-quality customer service and dealing with all matters appropriately
- Master Data management for entire HUL portfolio listed with the customer and all DC/ Store combinations
- Managing end to end flow of merchandise on daily basis from DC to the customer's DC/Stores

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## EXTRAMURAL ENGAGEMENT

- State level champion in Badminton and Swimming.
- Awarded with **Bravery award from Hon. Chief Minister of M.P. Ms. Uma Bharti** in 2005.
- Received **“Saraswati Samman” & “Dronacharya Samman”** from Aavantika Govt. of NCT Delhi in 2001 and 2002 respectively.
- Head of collage cultural events from 2008 to 2010 and Best anchor award of PIPS.
- Awarded **“Student of the Year”** and **“Artist of the Year”** .
- Winner of face painting competition based on theme in 2009
- Best Creative ad making award in 2009

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## PERSONAL DETAILS

- Date of Birth: 18th June 1986
- Languages Known: English and Hindi
- Address: 401- Gopal Krishna CHS, Sector 20, CBD Belapur.Navi Mumbai.Pin 400614

- Performing day to day activities - **Loss Tree and Root Cause Analysis of Top losses, Stock Outs, MRP issues, Mapping issues, Delisting of inactive packs, new listings etc**
- Coordinating and Planning for daily dispatches across the Depots to Customer's DC/Stores - resolving issues on extra Appointment and PO Extensions Drive on shelf availability (OSA) and support all marketing plans & new launches to deliver business growth through flawless supply chain execution
- Formulating Dashboards on KPIs - Fill Rate, In Stock and Inventory (DOH), monitoring the performance at Weekly and Monthly intervals, and taking timely actions to meet the deliverables
- Monitoring and controlling Key Promo packs for the month and timely switching to plain stock to minimize Excess Ordering
- Anchoring the Strategic Projects as per the Joint Business Planning initiatives (e.g VMI , Forecast accuracy , EDI etc.)
- Resourceful in reviewing, investigating & correcting errors and inconsistencies in operations and documents that leads to transparency in reporting to internal and external stakeholders

02/2011 - 05/2016

**Junior Manager( Imports )**

**Ruchi Soya Industries Limited | Indore**

- Direct communication with Indian port teams of Kandla, Patalganga, Haldia, Kakinada, Chennai, Mangalore for vessel information Like ETA Estimated date of arrival and estimated date of berthing of vessel and cargo at discharge port.
- Keeping track records of historical data, rates, pricing to hubs, High Seas sales and purchase, custom duty, demurrage charges, CNF CPO and RBD Oil purchase and sales, Fob CPO and RBD purchase and sales, trade done on elite markets like KLCE, forex, Indian futures like MCX and NCDEX. DCE
- Direct communication with International port teams, charter parties and brokers for ETA estimated date of arrival and ETD estimated date of Berthing at load port.
- Raising debit and credit note for domestic and international bulk trades done on future markets or High Seas basis.
- Estimating effect of Bull or Bear market on current sales. • Production vs In transit check
- Dealing with international brokers, parties, banks and charter parties, negotiating with them, SI DEMANDING,LC OPENING,BIL,PROFORMA INVOICE,STOCK Report at refinery, customs, calculating custom duty for CPO and Soya, pricing to Hubs, International and domestic bulk records

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## EDUCATION

2010

**PIPS, Pioneer Institute of Professional | Indore, Studies**

MBA: Marketing & Finance

2007

**Barkattulah University | Bhopal**

B.Sc: Biotechnology