CURRICULUM VITAE

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Rupa Shaw

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| CAREER OBJECTIVE |

To work in a dynamic and demanding environment, which provides me with an opportunity to use my knowledge, skills & experience for important decision-making for the betterment of the organization.

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| WORK EXPERIENCE SUMMARY |

**Years of Experience: 11 Years associated with some of renowned companies like IIFL, HDFC, SOBHA DEVELOPERS LTD, etc.**

## CAREER HIGHLIGHTS

**Core Marketing**

* Proposals, Contract Negotiations
* Strategy
* Public Relations
* Brand Management & Activation
* MarComm, Internal & External Communications
* Formulation and implementation of marketing strategy
* Advertising (ATL & BTL), P-O-P/ collaterals,
* Market Research & Analysis, Reports and surveys
* Promotions & Events, Branding
* Press Relations, Media
* Creative Designing, AV & SEO
* Social Media Optimization

**Core Sales**

* Institutional Sales, Company Presentations, Launch Presentations
* Residential & Commercial Projects sales
* Business Development, Corporate Tie-ups, Client acquisition & Vendor Development & Management
* General Recruitment/ Staffing, Administration & HR
* **MIS & Reporting** (Marketing Expenses V/S Sales Report, Total Lead Generation Report, Lead generation V/S Sales Report, Enquiry V/S Prospect Report, CAGR Report, Marketing Expenses Analysis, Marketing Budget Distribution ,ETC.

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| ORGANISATIONAL EXPERIENCE |

**Navriti Technologies Pvt. Ltd - Hyderabad, Telangana**

**October 2021 to Present**

**Head of Marketing**

***Key Deliverable***

***Technical Marketing & Automation.***

* Collaborating with the marketing team on **product development** and **campaign strategies**.
* **Anticipating technical product needs** and **integrating** desired functionalities into the design.
* **Developing technical marketing materials** and products, monitoring product performance, and **resolving errors**.
* **Training** teams on product specifications and functionalities.
* Contributing to **marketing strategies** by researching market trends and associated **technologies.**
* **Deploying, configuring, and implementing, enterprise software tools** and products such as **LMS/CRM/CLOUD TELEPHONY/Communication Technologies,** release automation, and infrastructure management.
* Developing demos, webinars, videos, and technical collaterals.
* **Building Marketing Plans** and **Budgets** for the smooth operation of marketing campaigns.
* **Prepare Social Media Marketing Strategies and Campaigns** such that they align with the business objectives.
* **Creating, Monitoring, and Advertising** on various platforms keeping the business vision aligned.
* **Website Building, Traffic Analysis, Deploying the lead capturing tools, Promotional Material**, and **Defining** the **Marketing Campaign Ecosystem**.
* **Creating Monthly Reports** for the marketing department.
* **Identifying opportunities** to **Reach New Market Segments** and expand market share.
* **Research** the latest **Marketing Strategies** and excel in marketing endeavors competitively.
* Help in **Positioning, Creating, and Maintaining** **the Brand** name and its value
* **Handle creation and publication of all marketing material (collaterals, brochures, etc.)** in line with marketing plans
* **Responsible for producing valuable content** for the company's online presence, development of **digital marketing**, promotions & outreach, etc.
* Conduct general **market research** to keep abreast of trends and **competitor's marketing movements**
* **Devise mechanisms for collection of data**.
* **Coordinate with agencies** to promote / co-brand events

**JUSTO REALFINTECH PVT. LTD. July 2020 to October 2021 Pune, Maharashtra.**

**Designation: AGM Marketing**

***Key Deliverables:***

* Support the marketing director in the delivery of effective marketing programs that achieve company and client objectives
* Assist in the execution a variety of marketing initiatives that drive brand awareness, trial, and distribution, including the day-to-day execution of marketing campaigns, promotions, and sales support
* Support the development and execution of sales and marketing materials, adapting scopes, timelines, and deliverables as needed for maximum benefit
* Collaborate with team members to execute sales and marketing campaigns, leading brainstorming sessions to execute marketing plans for internal and external projects
* Meet with clients to plan and implement various marketing campaigns for brand-building and lead generation that align with overall company goals and sales targets
* Help gather, analyze and present the brand, competitor insights, trends, and data
* Contribute to other lead generation and customer-acquisition activities, such as media promotion, networking, trade shows, and events
* Coordinate public relations and outreach initiatives, including press release distribution, awards, company announcements, and speaker proposals

**Digital Marketing Responsibilities**

* Develop and manage digital marketing campaigns
* Manage client’s as well as companies’ website
* Optimize content for the website and social networking channels such as Facebook, Twitter, Instagram, Google Plus, etc
* Track the website traffic flow and provide internal reports regularly
* Attend networking events and product launches.
* Identify new digital marketing trends and ensure that the brand is in front of the industry developments.
* Work on SEO of the website pages.
* Drive website traffic and acquire leads.
* Create a social media marketing strategy and campaign by creating the content idea, budget planning, and implementation schedules.
* Promote the company’s product and services in the digital space.
* Execute social media efforts to improve KPIs, likes, shares, tweets, etc.
* Creating and executing SMS, and email-based marketing campaigns
* Analyze digital data to draw key recommendations around website optimization
* Conduct social media audits to ensure best practices are being used
* Maintain digital dashboard of several different accounts
* Coordinate with sales team to create marketing campaigns
* Prepare emails /WhatsApp to send out to customers and Channel partners.
* Monitor key online marketing metrics to track the success
* Create and maintain online listings across e-commerce platforms
* Ensure that the brand message is consistent
* Measure and report performance of marketing campaigns, gain insight, and assess against goals

**Xrbia Developers Ltd. October 2019 till July 2020 Pune, Maharashtra**

**Designation: Sr. Manager project Sales & Marketing**

***Key Deliverables:***

* Revenue generation by designing sales strategies and incentive schemes.
* Achieving Sales targets by leading from the front.
* Post sales monthly collection of dues from the clients and customer satisfaction.
* Conduct competitor analysis by keeping abreast of market trends and competitor moves to achieve market share metrics
* Utilize the public information and personal network to develop marketing intelligence for generating leads.
* Identify prospective clients from various sectors and generate business from the existing, thereby achieve business targets.
* Coordination between sales, marketing team and project management to assure timely deliveries to the owner.
* Responsible for Sales function.
* Work on sales scripts with agents
* Track, collate and interpret sales figures and reporting.

**Remax India. October 2018 till March 2019 Mumbai, Maharashtra**

**Designation: Manager project Sales and Alliances (AGM Level)**

***Key Deliverables:***

* Responsible for detailed action plans based on strategic market research for financial benefits as well as feasibility constraints.
* Based on the market search prioritize to tie up with national & International Developers.
* Responsible to tie up with corporate & Institutions for upcoming requirement of properties.
* Responsible to define the parameter of commission, marketing budget as per the market standard & completion of legal due diligence with Developers.
* Tracking and showing success metrics for each Channel partner, including overall adoption/penetration results.
* Responsible to make healthy relationships with developers & channel partner for mutually beneficial to both parties.
* Need to ensure channel partner are active to do regular transactions with developers.

**Matrix Solutions. November 2016 till September 2018, Mumbai, Maharashtra**

**Designation: Sr. Manager Marketing & Business Development**

***Key Deliverables:***

* Securing new clients for the company within advertising, broadcasting, publishing & educating about new media.
* Adding new & retaining existing accounts by presenting new products and support services to clients.
* Helping in planning, concepting, developing, producing and executing of strategic and tactical brand and consumer advertising initiatives
* Ensure all work is on strategy and delivered within time and budget
* Develop presentation materials as they relate to brand and advertising campaigns
* Maintenance of brand standards, within the organization (Marcomm) and with partner vendors to ensure brand consistency and alignment
* Collaborate in the development succinct briefs for brand and advertising projects
* Manage production budget. Provide monthly and quarterly reporting as well as annual planning/delivery
* Assist in the management of photography/video/film shoots relating to brand and advertising campaigns
* Performs other duties as assigned.

**BramhaCorp Ltd October 2014– October 2016, Pune, Maharashtra**

**Designation: Assistant Manager Marketing**

***Key Deliverables:***

* Developing the marketing strategy for the company in line with company objectives.
* Coordinating marketing campaigns with sales activities.
* Overseeing the company’s marketing budget
* Creation and publication of all marketing material in line with marketing plans.
* Planning and implementing promotional campaigns.
* Manage and improve lead generation campaigns, measuring results.
* Overall responsibility for brand management and corporate identity
* Preparing online and ofline marketing campaigns.
* Monitor and report on effectiveness of marketing communications.
* Creating a wide range of different marketing materials.
* Working closely with design agencies and assisting with new product launches.
* Maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives.
* Analyzing potential strategic partner relationships for company marketing.
* Utilizing creativity and out of the box thinking to proactively develop new ideas and/or creative marketing programs.
* Utilizing skills creatively to identify the ways to improve lead generation and sales performance.
* Negotiate contracts with vendors and distributors and Briefing agencies and other departments.

**Sobha Developers Limited, December 2011 to October 2014, Pune, Maharashtra**

**Designation: Sr Executive Marketing**

***Key Deliverables:***

* Formulation & implementation of Marketing Strategies for high quality enquiry generation and cost effectiveness plan using the batch analysis
* Planning and organizing media activities, Internal & External Communications, Brand positioning & communication, Relationship Management with Online & Offline Media Houses; Planning, developing, implementing strategies and marketing activities for various premium projects - Prepare annual & quarterly budgets, represent the company at external events and trade meetings to endorse Brand & projects
* Expenses monitoring & Budget controlling on each activity which is cost effective enquiry and sales generated and also planning for future activities within the planned marketing budget.
* Look after the Promotional campaigns, PR, Events & Exhibitions, website updation
* Enquiries generation through various mediums i.e., print, outdoor, electronics, online/digital marketing, branding, sponsorships, exhibition, corporate tie ups with various institutions/associations.
* Handling the enquiry and providing product related information to customer, marketing the product with proper push factor and allocating the prospect customers to sales team as long as he falls within the required parameters.
* Updating Enquiry management on a daily basis without pilferage.
* Vendors Management (selection, Negotiation & development) and handles Ad agencies for media planning, execution & production of marketing collaterals.
* Coordination with Realtors/IPC (International Property Consultants), corporate presentation, tie-ups with various institutions/association.
* Competition tracking for competitor’s activity &their spend.

**HDFC REALTY - May 2011 -December. Kolkata, West Bengal.**

**Designation: Management Trainee Sales and Marketing**

***Key Deliverables:***

* Enquiries generation through various mediums i.e., print, outdoor, electronics, online/digital marketing, branding, sponsorships, exhibition, corporate tie ups with various institutions/associations.
* Lead Generation activity from financial organization of PNS clients or Real state Investors
* Looking after the entire activities related to presales and post sales service.
* Establishing Business relationship with new Builders and Tie ups for Marketing of residential and commercial apartments
* Giving Presentations to the investors in soft launch of the Upcoming projects and showing them investment opportunities.
* Understanding the needs and requirements of the client and suggesting right and suitable property to him/her.
* Selling Process, starting from Booking of the apartment till registration

**2009-2011:** Completed **MBA (Masters In Business Administration)** with dual Specialization in **Marketing and Finance** from **Eastern Institute for Integrated Learning in Management Kolkata.**

**India Infoline Pvt. Ltd. July 2008 - October 2009 Kolkata, West Bengal.**

**Designation: Financial Adviser**

***Key Deliverables:***

* Establishing a database of existing clients of the company,
* Revving (potential) customers’ Demat account and its subsidiaries.
* The opportunity to contact and meet investors regarding the opening of New Demat account& dealing with HNI clients.

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| SCHOLASTICS |

2011: **MBA**, Marketing from Eastern Institute for Integrated Learning in Management

2008: **DIPLOMA IN FINANCIAL ACCOUNTING SYSTEM from State Youth Center**

**Database Management System (Visual Fox Pro), MS-Power Point 2007, MS-Excel 2007 with Project Management, Tools, Internet & E-Mail, Tally, Ace, accord fact.**

2007: B.COM from South City College.

2004: HSC from Seth SoorajmullJalanBalikaVidyalay

2002: **SSC** from Convent of Our Lady of Providence Girls High School

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| TECHNICAL KNOW HOW |

ERP System, CRM Module and R Construct, MS Office, Internet

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| PERSONAL DOSSIER |

**Marital Status :** Single

**Language Known :** English, Hindi, Marathi & Bengali

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| HOBBIES |

Traveling, Internet Surfing, Listening Music, Reading, Interacting with People and making friends.

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| REFERENCE |

Available on request

**Rupa Shaw.**