**An Introduction and Professional Summary**

A passionate, high energy, dynamic leader with 20 years of experience in integrated marketing communication, campaign management, content strategy and creation, digital and social media marketing, events and outreach campaigns, PR, market research, and consumer behaviour.

I have been fortunate to have worked across categories including Consumer Durables, Education, FMCG and Ecommerce. While working across these categories I have catered to audiences across B2C and B2B and thus developed a wide breadth of experience to create effective Marketing Communication across varied target segments.

My background in Marketing Communication started in Advertising and moved to Brand Management which helped me become proficient in Brand Communication & planning, building Strategy to meet business objectives along with a core understanding of Audience Psychographics. Being the SPOC, I understand how my work directly connects to business & operations (top-line, bottom-line) and in managing key Stakeholders (both internal & external).

Marketing Communication campaigns that I have developed used a mix of both traditional and new age Media (Digital, Social, and Programmatic) to achieve business goals. Campaigns were strategized and planned backed by Consumer Research and an in-depth understanding of the target audience & geography, including detailed out 360degree GTM campaigns with clear ROI measures. These further included new product launches and developing marketing launch campaigns, training materials, etc for such launches as well as for current product line-up. These campaigns have helped win many accolades throughout my career, highlight being winning Silver at the Abbys in 2013 (“Canon What makes us Click” 2012 campaign).

As a person, I am very meticulous in planning and believe in the business process management of OPDCA (Objective, Plan, Do, Check, Act) for continuous improvement.

I am confident that I can make a substantial contribution to your company and offer you the Brand Marketing, communication and problem-solving skills you are seeking. I look forward to the opportunity, to meet with you, to learn more about your company’s plans and goals, and how I might contribute to its continued success.

Yours Sincerely,

Shantanu Royjain

**My vision of the next Wave of Digitization**

Marketers have traditionally treated Digital Marketing as simply a marketing channel. I believe, **Digital marketing is a completely different dimension within the whole marketing mix**. Also, Digital marketing goalposts shift every year with sea-changes in the landscape. We must not only need to have the pulse on its consumption today but also keep an eye on what will be coming in tomorrow.

1. **New tools and their early adoption** like Programmatic advertising, AI, Big Data and Marketing Automation are also playing a crucial role in delivering a clear and transparent ROI for Brands. To really make digital marketing work, campaigns must have a **data-driven approach** from start to finish, to gauge performance on an end-to-end to basis including that of the ultimate Customer Lifetime value
2. As organizations deal with risks and **vulnerabilities posed by digital transformation**, cyber-security is required to advance to keep pace with continually evolving and increasingly sophisticated cyber-crime as AI, ML and robotic process automation (RPA) will keep progressing on both sides.
3. **5G is a prerequisite** for continued digital transformation allowing for 10-20 times higher data speeds, significantly greater device connectivity and a greatly improved user experience with little to no lag times. 5G is essential for supporting the continued advancement of augmented and virtual reality (AR/VR), which are destined to be game changers for how we work, live, and play.
4. **Natural language processing** (NLP), ie, Interactions between computers and the human language, is one of the most interesting and widely used AI technologies (eg: Siri and Alexa virtual assistants). As NLP advancements continue, machines will engage with humans in a way that will be truly disruptive to business and personal lives many might currently deem unimaginable.
5. **Metaverse** - the Virtual World where people can work, play, and interact with one another through immersive online experiences will continue to see its popularity and sophistication grow. AR/VR gaming and digital marketplaces that include livestream shopping, virtual art galleries and digital real estate will expand and integrate with social networks over the next several years. Again, AI and ML technologies will assist with powering the Metaverse forward.
6. Web3, something of a rebrand of **blockchain technology**, offers benefits to businesses and individuals, the ability to allow users access to their data across multiple apps with full data encryption for enhanced security and greater transparency. Decentralized systems enabled by Web3 also benefit creators and artists who can leverage non-fungible tokens (NFTs) to market their products for fair earnings, shared ownership, and autonomy. As the “creator” economy grows along with Web3, more people will be enabled to build and create.

**Chatbots and Voice Assistants** through machine learning has helped brands connect with customers and provide customized services/offerings as per their need - when & where they want it. Chatbot platforms like ChatGPT have incredibly human-like communication skills. Role of **ethical Data collection and management of Big Data** is important to effectively provide customized solution to each customer. Big Data through AI will have the ability to **pre-empt what the customer will require** even before the customer is aware of the requirement. That is no-more the future!

Advancements in **Programmatic marketing** and its ability to provide automated bidding on advertising inventory in real time, for the opportunity to show an ad to a specific customer, in a specific context is key to customization and Personalization. Implementation of **Marketing Automation & CRM tools** to send out ROI driven, action oriented **relevant communication** as another form of personalized marketing outreach – segmentation, persona-driven content, targeted landing pages to get a rich collection of customer data, loyal fans and valuable insights.

**Content** therefore becomes critical. Cheap data and mobile means easy access to Audio/video formats that provide a deeper interaction way beyond text and thus **richer Engagements**. Social & OTT platforms have boomed be creating content. Tiktok has one largest userbase in India. Influencer marketing through Instagram has created a parallel gig economy.

Marketers need to be very innovative here to **create relevant & inspiring content** and work with Digital partners, Social & OTT partners, Bloggers and Influencers to be relevant with the Consumer. This will allow them to

1. build long term Brand associations
2. customize offerings to different TG sets
3. map short terms customer purchase cycle through Performance marketing metrics

India has seen a transformation in its **adoption of Digitization**. Easy availability of cheap smartphones coupled with data at throwaway prices led to this rapid technology revolution. For many, this is their first & only screen, thus, changing forever, the way India functions as they “Go Digital” for the first time in their lives - in social Media adoption, opening up of e-commerce, e-payments, e-governance, content consumption, e-services, etc.

All these adoptions are easier in countries with **large younger populations** who adopt newer technologies. Their lives revolve in the 21st century digital world and would be hard-pressed to live in an analogue setting of the 20th century. Marketers who understand their **psychological framework** will to be able to cater to their vociferous appetite for relevant Content – their complete immersion, active involvement in the production, consumption and sharing of content using various interconnected digital devices in their social network interactions.

**Reduced cost of technology adoption** has provided employment and a parallel gig economy to larger sections of population and connected a vast country into one market for ease of trade. Online education has helping to **skilling people** even in the most remote of locations by Mentors/Trainers who live in large Metros. This leads to upliftment of the population and helping to move the wheels of the economy. Developing worlds like India and Kenya are the future of this Global economy – large young population that is tech savvy and consumption oriented.

Role of Digitalization becomes even bigger in this phase of **Social Distancing** as physical contact reduces and **Customers turn to Online for their every need**. Digital marketers need to step up with **innovative communication** and ways that resonates, tailored to their requirement and available within safe environment.

**SHANTANU ROYJAIN Mobile:** (+91) 9811444498 **E-Mail:** shantanu.rj@gmail.com

**Objective:** Leadership assignment in Marketing Communication, Brand and Product Management with a reputed organisation, preferably in B2C Segment

**Profile Summary**

* 20 years of experience in **Integrated Brand & Marketing Communications** across B2C and B2B businesses to achieve desired Revenues & market-share metrics
* An **Out-of-the-Box thinker** with proven track record of improving business revenues, brand image, develop communication synchronised with product/sales strategy
* Demonstrated success in developing & implementing **strategic marketing** communication plans and Partnerships to improve product positioning, brand management and competitive market share
* Track record that exhibits **self-motivation**, creativity and initiative to achieve organization and personal goals
* Adept in **people management**, communicating effectively across Management levels and in building strong inter-personal relations

**Core Skills**

|  |  |
| --- | --- |
| > Organizational Growth Initiatives | > Advertising, Media, Digital, Social, PR, Retail, Events |
| > Strategic Thinking & Effective Planning | > Performance Marketing, Remarketing, Content strategy |
| > Brand Building with Revenue Generation | > Strong Analytical Skills |
| > Communication Management – ATL & BTL | > Team Building & Motivation |

* Strategize Annual communication roadmap to gauge campaign performance on an end-to-end basis including that of ultimate customer lifetime value (CLV)
* Analytical evaluation of consumer and market trends - category understanding, brand positioning, TG & purchase behaviour, product or service, communication effectiveness vis-à-vis competition
* Build Brand Imagery, create Product Awareness & improve Consideration by designing multi-media campaigns
* Digital strengths include building Customer Decision journey and Revenue Generation tactics through SEM, Paid Online, Social media, Performance & Programmatic marketing (Engagements, Conversations, Views, Leads, traffic, etc), Remarketing, Influencer marketing and through Content building, Digital PR

**Employment Details**

**GUS Global Systems, Gurgaon March’21 – March’23**

**Assistant Director, Marketing (Pearl Academy)**

**Highlights**

1. Brand lead for Pearl Academy handling integrated marketing communication to meet Brand objectives and overall admissions
2. Lead a team for Brand building pan India through Strategy based on consumer insights, Budgeting, conceptualize planning for GTM and execute traditional and non-traditional avenues of advertising
3. Extensive use of CRM tools for micro-nurturing of potential applicants through mailers, WhatsApp and SMS from the time they enter the lead funnel till the commencement of classes
4. Work closely with Performance and Social Content teams to plan and measure engagements, leads, etc
5. Provide extensive support to Sales team through events, customized collateral and other engagements to ensure a healthy lead pipeline
6. Successfully Launched a new school under Pearl Academy, D School of Business, with unique collateral, website, 3D launch invite, extensive GTM strategy in line with business objectives
7. Lead the planning of Annual Events calendar and their successful execution while working with Mgmt, Faculty, Sales, Counsellors and Agencies
8. Successfully collaborated on various showcase events with Faculty and students including the annual showcase, Portfolio (after 2 years on a grand scale) key marquee events like Lake Fashion Show to meet the Brand objectives and create a strong pull

**MediaCom India Pvt Ltd (Group M), Gurgaon June’18 – April’20**

**Client Business Lead** – Bose, Shell, Reebok, USHA, Subway, Indeed.com, Koovs, Richemont (Panerai, Montblanc, Cartier, etc), Brand USA, Air France

**Highlights**

1. A Strategic Business Partner to Client businesses by providing Integrated Marketing Communication strategy and results driven campaigns that meet defined Brand objectives and Revenue generation
2. Lead a competent team of Online & Offline Professionals to Conceptualize and execute media marketing campaigns using Offline media, Digital, Social, Affiliates, Programmatic advertising, Performance, Remarketing tools and supported with a strong Content strategy
3. Develop short and long-term strategic plans including Annual Business plans, category mapping and understanding, media campaign plans, 360degree promotion and innovation pipelines
4. Create brand strategy, identify role of media and recommendation of optimal media mix, evaluating target markets, TG identification analysis – mapping with media and medium to bring efficiency
5. Use innovative media to increase Brand effectiveness through Content media, tie-ups, Influencer marketing, Blogger community, etc
6. Set media buying efficiency targets in Media buying & planning, pre/post ROI assessments & dashboards, annual deals & rate cards to align with marketing objectives

**Monster.com India Pvt. Ltd., Gurgaon May’15 – May’18**

**Senior Manager, Marketing & Communication (India Market lead)**

**Highlights**

1. Campaign Management across B2C and B2B audiences with GTM plans
2. Strategize, plan and implement Integrated Brand marketing communication campaigns across ATL & BTL touch-points to create Top-of-Mind brand recall and aid in Job seeker registrations
3. Collaborate with In-house Product & Technology teams to develop new products for Recruiters and Seekers; develop marketing and Sales pitch collaterals. Worked closely with the teams on developing website & SEO - On-page, Off-page, rank, keywords, content, scores, page links & URLs, etc
4. Spearhead the Digital and Social teams to achieve Brand and Performance marketing objectives for new job requirements - seeker acquisition, move seeker database from Passive to Active state, create and manage complete Seeker life cycle journey and ensure traffic to main website - unique visitors, registrations, etc
5. Work closely with Sales team to ensure smooth Client relations – client communication & regular product updates, issues in talent hiring and create engagement opportunities like Recruiter Day programs
6. Discover opportunities, sponsorships and develop unique engagements to enhance Brand Equity & for lead generation

**BenQ India Pvt. Ltd., Gurgaon November’14 – April’15**

**Senior Manager, Marketing**

**Highlights**

1. Management of complete marketing communication (Offline, Digital, Social, PR, BTL) to achieve business goals - Designing GTM quarterly and yearly plans
2. Develop multimedia campaigns with focus on Digital, Social Media, performance marketing, Content creation & Digital PR and work with E-Commerce platforms which resulted in achieving measurable targets (leads)
3. Manage brand’s PR, Product launches and Product Reviews in mainline & channel media and through Influencers, Bloggers, etc to ensure a positive word-of-mouth
4. Ensuring Brand visibility at various events & roadshows like “Plugged In” for Gaming; Organise Dealer Meets for relationship management with channel partners; ensuring strong visibility at shop-front through in-store branding, POS, Demo Zone creation, etc.

**Canon India Pvt. Ltd., Gurgaon October’06 – November’14**

**Marketing Manager**

**Achievements**

1. Developed effective National campaigns for B2C and B2B audience across various media like Television, Print, Outdoor, Digital & Social, Radio & Retail based on set Objectives, clear research-oriented Strategy and Effective Planning resulting in positive brand perceptions along with top line growth
2. Redefined the target segment for Canon cameras and roped in Anushka Sharma as Brand Ambassador to bring in the positive youth associations for the brand
3. Distinctively moved perception of Canon (cameras) towards a young, youthful, cool, fun “for me” brand through “What Makes us Click” multimedia campaign. This resulted in A) an increase in market share from 15 to 23%, B) Over 1 lakh views of TVC on YouTube and over 30K online games plays in 20 days, C) Secured highest SOV for Canon @ 40%
4. In a first of its kind, during IPL Season 1 developed “Aston Bands” that were telecast during every 4/6 hit, which became a benchmark for the year. During IPL season 3, created integrated sponsorship programs across IPL related shows on multiple news channels ensuring high visibility
5. In 2012, essayed a stellar role in making the Management realize the potential of new-age Media like Digital and Social media to effectively reach out to the core TG and thereby increasing Facebook page traffic 8 fold – from 30K to 230K in just 2 months
6. Diligently worked and led the media agency through media planning and buying for securing and maintaining highest SOV during campaign periods
7. Developed first ever TV commercial for Canon India in 2007 and leveraged then Brand Ambassador Sachin Tendulkar’s popularity through multi-media campaigns including TVCs between 2007 & 2011
8. Spear-headed research on U&A studies, brand Health/Image, Market barriers, Category Influences
9. Ascertained Canon’s presence in Retail; strategized, developed and managed execution of retail exterior and interior – shop façade branding and for display, units, product stands, etc.

**Reward & Recognition:**

* Conferred the “Marketing Excellence Award” for 2013
* Bestowed with the best “Consumer Marketing initiative” award for 2012 for the “What Makes Us Click” campaign. It also won the Silver at the Abbys (GoaAdFest 2013).
* Adjudicated the Best Marcom Manager for consecutive successful campaigns for 2010.

**Publicis India, Gurgaon as Account Supervisor November’04 – October’06**

Brands Handled: Hewlett Packard (IPG Consumer/Commercial), ABN AMRO Credit Cards

* Communication planning/execution for HP Photosmart printers which was highly appreciated at APAC Region
* Ideated on LaserJet All-in-Ones printers, created slogan “Office-in-One” and was appreciated by the client here
* Steered efforts in bringing stability to the ABN AMRO account which was in transition

**J. Walter Thompson, Gurgaon as Account Representative January’04 – November’04**

Brand handled: Hero Honda

**Leo Burnett, New Delhi as Account Executive January’03 – January’04**

Brands Handled: United Colors of Benetton, Coca-Cola (Region Account), National Geographic Channel

**G.E. Capital International Services, Gurgaon May’99 – June’01**

**Education / Qualifications**

* PG Diploma in Communication from The Delhi School of Communication, New Delhi (2001-2003)
* B.Com. (Hons.) in Commerce from University of Delhi (1999)
* AISSCE from Tagore International School, Vasant Vihar, New Delhi (1996)

**Extracurricular Activities**

* Efficiently & effectively managed the School Cabinet as the Head Boy (1995-96)
* Editor of the Annual School Magazine (1995-96)
* As School House Vice-Captain, played leadership role in winning the Annual Shield for the House (1994-95)

**Personal Details**

**Date of Birth:** 28th September ‘1977 **Address:** W2A/065, Wellington Estate, Sector 53, Gurgaon 122009, Haryana