**Ravikumar Gilaganchi**

**Marketing, Media & Brand building**

**About:**

I come from strong media sales and marketing background with 2 decades of experience, witnessed transition period of television to digital platform. Demonstrated history of working with both B2C and B2B brands. (ITC, Tata Tea, Wipro Flipkart) Skilled in data mining, Market mapping consumer insights, Brand/Campaign management. Media planning & buying has been core subject of my entire career. Vendor management skills with hands-on experience in ATL and BTL & digital marketing. Carved customized GTM strategies to make inroad in to the new markets for the brand.

**Key Skills and core competencies**

* Handling ATL, BTL & Digital Campaigns – B2B & B2C
* Market mapping in any product categories & Lead generation
* Product launch, relaunch, overall marketing strategies & implementation
* Conceptualize & execute go-to-market strategy
* Generate demand and enable the sales team
* Potential lead generation thru events and other BTL activity
* Strategic Marketing campaign – Sales-driven campaigns to meet revenue objective
* In-depth analysis of the product life cycle to penetrate the market
* Gap analysis and appropriate solution to increase the product reach
* Competition study and plan to position the product/brand
* Handling the PR activities for the brand promotion
* Business development plans to enter new markets
* Proficiency in media planning and execution
* Content writing for the communication tools
* Strategic marketing plans to scale up the sale -a customized approach
* Vendor Management – ATL, BTL, & POS vendors, Ad agency & Creative agency.

**Organizations worked with:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name of Organization** | **Period** | **Location** | **Designation** |
| **Raksha Pipes** | May’23 – Till date | Bangalore | Brand Manager |
| **Sun Network Ltd** | Aug 2016 – Dec 2021 | Bangalore | Sr. Manager – Sales and Mktg |
| **Maa Television Network** | Sep 2012 – June 2016 | Mumbai | Group Head |
| **Kasthuri Media Pvt Ltd** | Dec 2008 – August 2012 | Bangalore | AGM - Sales & Mktg |
| **Zee Television** | Aug 2004 – Oct 2008 | Bangalore | Sales Manager |
| **E TV Network Channels** | June 2002 – July 2004 | Bangalore | Marketing Executive |

**Personal and Academic:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Languages known** | **Hobbies** | **Personal Info** | **Academics Details** |
| * English | Music | DOB: 22nd May 1977 | PGDBA: Bangalore University – 2001 |
| * Hindi | Traveling | Married | B. Com: Karnataka University – 1999 |
| * Kannada |  | Passport No: J469677 |  |
| * Marathi |  |  |  |

**Address:**

# 2nd Block - 001, Sai Gaurav Apartments,

Vaishnavi Layout, 1 cross Road,

Vidyaranpura, Bangaluru -560054

**Warm Regards,**

**Ravikumar Gilaganchi**

**9845779222**