**Ravikumar Gilaganchi**

**Marketing, Media & Brand building**

**About:**

Marketing enthusiast with 19 years of experience in media sales and brand management worked with different band categories & witnessed transition period of television to digital platform. Demonstrated history of working with both B2C and B2B brands. 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, BTL, digital marketing & PR. Carved customized GTM strategies to make inroad in to the new markets for the brand. My expertise and interest lie in creating brand equity via integrated market/brand campaigns

**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
* Creating the communication strategy in line with brand equity

**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**