

RICHA SHARMA

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In quest of middle level assignments in Marketing Communications & Brand Management with an organisation of repute, preferably in Delhi & NCR

PROFILE SNAPSHOT

- MBA (Marketing) professional with over 4 years of experience in Marketing Communications, Brand Management & Market Insights
- Conceptualize and orchestrate marketing campaigns that effectively reinforce and build brand imagery.
- Proficient in conceptual and content development of marketing collaterals. Proven ability to drive record-high marketing campaign response rates.
- Key resource for all Market & Customer Intelligence insights for the organization. Demonstrated abilities in gathering and interpreting market information and thereby executing business plans for augmenting business
- An effective communicator with excellent presentation & influencing abilities
- Proven ability to build strong networks and to develop key relationships both internally and externally

AREAS OF EXPERTISE

Marketing Strategies & Campaigns
Marketing Collaterals & Support

Concept & Content Development
Market Intelligence

ATL & BTL Planning
Consumer Intelligence

Marketing Communications & Brand Management: Rich experience in developing Campaigns for strategic Brand communications. Driving the brand positioning of the organization by leveraging all relevant communication channels. Ensuring maximum brand visibility at various interfaces and enhancing brand recall. Monitoring compliance with corporate brand guidelines ensuring that these are consistently applied across all marketing communications. Developing Brand Voice & planning visual content for the Organization.

Market & Customer Insights: Market Insights go-to resource for the company. Undertaking time-to-time Benchmarking, Consumer & Market Research for Brand health analysis from various leading Research agencies. Making clear business recommendations based on a holistic understanding of market and customer related issues and trends. Champion 'the voice of our customers' and support the business decision making process by ensuring the needs and wants of customers are understood and taken into account through formal and informal research methods.

ORGANISATIONAL EXPERIENCE

Since Jun'10 with TPG Wholesale Pvt. Ltd., Gurgaon as Manager – Marketing & Brand Development;

(TPG Wholesale Pvt. Ltd, a subsidiary of US based TPG VW Ltd, acquired Vishal Mega Mart which has a network of 130 stores PAN India)

Role:

- **Marketing Communications & Brand Management:**
 - Responsible for annual & long term marketing plan to drive forward agreed company & brand objectives
 - Conceptualising and implementing strategies on corporate image and build strong brand preference. Facilitating the process by developing annual Campaign & event Calendar in sync with the long term strategic plans.
 - Designing effective marketing strategies, to ensure the brand receives maximum visibility which generates footfalls, increases bill values & bill counts as well as retains customers
 - Planning marketing collaterals & activities according to agreed budgets and maintaining marketing calendar & planning campaigns in compliance with it
 - Mentoring & leading the creative team for developing printed marketing collaterals such as brochures, advertisements and flyers through the Creative team
 - Concept & Content development for both ATL (Press advt., Advertorials, Radio) & BTL activities
 - Generating and maintaining contacts with the Media & other related Industries and ensuring brand profitability
 - Shortlisting, commissioning & co ordinating with top rated Communication Design agencies as per requirement

- **Market & Customer Insights**

- Plan, project, manage and deliver a diverse range of commissioned customer research projects using appropriate research tools (online, face to face, discussion groups, surveys, telephone interviews etc)
- Carry out both ad hoc and continuous analysis of the external market environment to provide clear and actionable insights for buildings Product Development, Corporate & Market Strategies
- Combine external market insights, customer insights and internal performance analysis into potential strategic and tactical business opportunities, to make business recommendations
- Monitor and analyse the work and business of key competitors using primary and secondary research techniques to enable the business to gain key strategic Advantages. Assessing marketing campaigns & monitoring competitor activity to utilize information for business improvement
- Ensuring robust planning, commissioning & execution of Benchmarking & Brand Health track every quarter

Highlights

- Received “Star Performer Award” for spectacular performance in the organization for 2013-14.
- Consistent top rating of “Exceeding Expectations (Excellent)” throughout, in all Quarterly & Annual performance reviews
- Pivotal in gathering Market & consumer intelligence for the organization
- Pivotal in developing successful Marketing campaigns
- Worked for strong Brand Connect Activities for enhancing brand visibility & loyalty
- Successfully developed Brand Health Monitoring & Benchmarking framework

INTERNSHIPS & ACADEMIC PROJECTS

- 2010: MBA Project on Competitive Strategies in the Telecom Sector (Airtel)
- 2009: 4 month internship, developing Digital Signage with Hughes Communication India Ltd.
- 2007: Successfully undertaken projects on Cryptography for 2 months at National Informatics Centre (NIC), Delhi
- 2006: Successfully undertaken projects on Test Delivery for 2 months at HCL, Noida

EDUCATION

- 2010 MBA in Marketing & Information Technology from ICFAI, IBS, Gurgaon with 7.6 CGPA
- 2008 B.Tech. in Information Technology from GGSIPU, Maharaja Surajmal Institute of Technology with 72.4%
- 2004 Intermediate from Holy Child Auxilium School, C.B.S.E. Board, Delhi with 70%
- 2002 High School from Holy Child Auxilium School, C.B.S.E. Board, Delhi with 84.4%

CERTIFICATIONS & AWARDS

- Received “Star Performer Award” for spectacular performance
- Consistent top rating of “Exceeding Expectations (Excellent)” throughout, in all Quarterly & Annual performance reviews
- Scholarships awarded thrice in 2nd, 3rd & 4th semester at IBS, Gurgaon during the MBA program
- K.B Mathur Memorial Trophy Award for scoring the highest marks in English (94%) in the 10th Board exams
- Certificates for 100% attendance in school

PERSONAL DETAILS

- Date of Birth : 20th June, 1986
- Address : Delhi
- Linguistic Abilities : English & Hindi