

Work Experience

Energetic marketing professional with almost 3.5 years of work experience in marketing, communications, ATL, BTL and branding that has helped establish a more result focused, measurable and objective driven approach to marketing.

Diverse experience in branding and marketing has resulted in

- A combination of **strategic thinking and ability to plan, negotiate and lead** large campaigns and consumer promotions
- Sharpened **Analytical skills** for decisions related to the marketing mix
- An orientation towards **learning and continuous skill enhancement**
- Development of a **strong retail mindset and detail orientation**
- A strong background in **digital marketing with Google certification**

Spice Retail Ltd (Spice Hotspot)

April, 2014 – Present

Manager, Marketing

Current Role: Leading brand marketing, ATL, BTL, digital marketing, PR, CRM and strategic alliances for Spice Retail Ltd (Mobility Retail)

- Brand Marketing and quarterly planning for both global and national brands such as Samsung, Nokia, Sony and Apple(including that of Spice Hotspot)
 - Designing consumer promotions and offers (Blanket offers and Brand specific)
 - Developing ATL and BTL plan encompassing Print, Radio, Digital, Retail – POSM and BTL events.
- Conceptualization of consumer promotions and their executions
 - Conceptualized a topical campaign specific to Kolkata around the FIFA world cup and football fever
- Responsible for Strategic tie ups with Banks for Marketing promotions
- Responsible for the digital strategy for spicehotspot.co.in
- Responsible for CRM and loyalty program for Spice Hotspot

Achievements

- Successfully led the Diwali and Dushhera promotions with the highest ever revenue in a month for Hotspot
- Conceptualized and launched Smartphone Spa, the first of its kind smartphone care center in India
- Launched a first of its kind customer Rewards program(Hotspot Club) that increased retention from 20% to 33% and resulted in better NP Scores
- Forged several successful bank alliances with Citi, American Express, SBI and Axis Bank(5 times growth in transaction volumes)

ICFAI Group

April, 2012 – April, 2014

Manager, Branding & Communications (Hyderabad)

Leading digital marketing and search marketing, ATL and BTL branding activities, Radio and strategic marketing for ICFAI Group

- ATL and BTL activities for Branding –
 - Ideated several concepts and content for posters, print advertisements, flyers for advertising and promotions.
 - Below the Line Marketing – Conceptualization of several events for SBUs
 - Sponsorship Branding – Sponsoring events that are relevant for the SBUs
 - Coordination and conceptualization of Photo shoot on campus, Film Shoot and production such as CNN IBN Shining B schools, MTV Campus Diaries
- Digital marketing and Online media –
 - Media analysis, campaign planning, creatives banners, negotiating contracts and media buying. Continuous measurement of output throughout the campaigns

- Introduced Search Engine Marketing PPC at ICFAI: Google Ads that includes keywords research and bidding, and optimization, landing page designs and testing. Developed SEO keyword list
- Social Media Marketing: Conceptualization of contests, promotions micro-content and enhance the presence on Facebook, Twitter, LinkedIn. Managed and enhanced the Online Reputation
- Established analytics at the organization using measurement through tracking and Google analytics

Achievements

- Successfully achieved more than 10 times ROI in the online campaigns for ICFAI Group;
- Certified by **Google Analytics Academy for completing the Digital Analytics Fundamentals** course
- Responsible for establishing the confidence in online marketing resulting in increased budgets
- Double promoted to Manager from Associate.

Dimex USA Inc.

March 2009 -April, 2010

Marketing Trainee (Noida)

Responsible for managing the marketing operations, communications, campaign planning and execution

- Coordinated the marketing campaigns planning and execution intended for the audience in US
- Initiated work on Search Marketing and website optimization with recommendations of keywords
- Designed a campaign for lead generation through the online advertisements
- Created and managed content for the website and collaterals such as banners, mailers ,web pages.

Moser Baer India Ltd - Summer Internship Program

Feb, 2011 -May, 2011

Intern (Delhi)

Responsible for making the marketing mix and the go-to-market strategy for the organization's new venture

Project titled 'Market Analysis of PKI tokens and other Web Security solution products in Delhi-NCR region'

- Conducted comprehensive dual stage qualitative and quantitative B2B Market Research,
- Project graded: **A**, by the Company Guide and nominated for the **IBSAF SIP Excellence** awards

Educational Qualifications

- Masters in Business Administration (Marketing): ICFAI Business School, Hyderabad: 2010-2012
 - CGPA –More than 8(Amongst the top 20% students of IBS, Hyderabad)
 - All Live projects - **graded A**
- Master of Science (MS) in Plant Biology: S.G.T.B Khalsa College, Delhi University: 2007-2009
 - Specialization - Genetics and Crop Biotechnology (**Top ten in the University**)
- Bachelor of Science in Plant Biology (H): S.G.T.B Khalsa College of Delhi University: 2004-2007
 - Merit Scholarship holder in college and **a top ranker** throughout.(Rank I and II).
- Schooling: Dayawati Modi Academy Rampur (U.P)
 - AISSE completed in2002 with 77% and AISSCE Examination passed in 2004 with 1st Division

Accomplishments and Extra-curricular Activities

- M.B.A
 - Won I Prize 'Ideation' – Marketing Event (Conceptualizing about a product by combining any two brands)
 - Member - Maverick, the official Marketing club of IBS, Hyderabad, conducted various events in college.
 - Conceptualized the Marketing Magazine called 'Niche' which is now circulated to Top B Schools
- Post Graduation and Graduation:
 - Won 1st Prize in Cartoon Making Competition held at the Botanical Festival of Delhi University
 - Won 2nd Prize in Science Quiz Competition organized by Delhi University Botanical Society
 - Won 2nd Prize in Nature Photography competition held at the Botanical Festival of Delhi University
 - Led 'PRAKRITI' The Botanical Society of Khalsa College's
- School:
 - Led Nehru House in School to hold 2nd position amongst final house ranks, as the House Captain