Rajiv Sharma

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Professional Synopsis

* Professional with more than 5 years of experience working in sales analytics, performance management.
* Designing of Performance management policies & loyalty programs for the sales channels.
* Initiation of creative work in teams, multimedia divisions and communications departments.
* Conceptualize and orchestrate various marketing campaigns, effectively reinforcing and supporting sales force.
* Expertise in managing & tracking the lead campaigns for sales. Proven ability to drive record-high marketing campaign response-rates and execute successful campaigns.

Skills

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| * Marketing Strategies & Campaigns * Channel Communications * Performance Management * Product Positioning & Branding | * Focus Group & Market Research * Managing & Tracking lead campaigns * Sales Collateral Design & Support * Web & Print Content Development |

Awards & Accolades

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| **“CEO Award for planning & executing the Aviva’s most successful marketing campaign “Big Plan”,** 2014, *Aviva India Life Insurance Co. Ltd.*  **“You Are A Winner” Recognition for support & participation** (Axis Bank –MNYL tie-up launches Pan India), 2010, Max New York Life Insurance Co. Ltd.  **“Director Award for *Superlative Contribution in Business”,*** 2009, Max New York Life Insurance Co. Ltd.  **Certificate of Appreciation** (By AROICON “For Successfully Organizing & Managing the Conference & Event” ), 2004 |

Professional Experience

**AVIVA LIFE insurance Co. (I) ltd.** – Corporate Office, Gurgaon, Haryana

Among leading companies in Life Insurance Products

Manager- Strategic Initiatives (Direct Channel), 02/2012 to Present

Managing PMS and lead management for the direct channel of the organization. I am responsible for structuring of loyalty programs, designing loyalty programs, managing the leads distribution system and manpower planning for different lead campaigns.

Job Responsibilities:

* Designing of sales promotion/incentive strategies, loyalty program to enhance the productivity of sales channel.
* Sales Analytics for designing better loyalty programs/Incentives.
* Supporting business head in various sales initiatives, policies & reports of the channel.
* Working out cost projections, CBA for all schemes, scheme efficiency analysis.
* Designing of high decibel communication plan and execution for all programs.
* Assist the channel head/Director in designing the lead generation campaigns for the sales team.
* Drive the various leads campaigns in the channel. Tracking the campaign performance through MIS & conference calls.
* Monitor the sales pipeline and release of daily activity report of the channel.
* Releasing bi-weekly updates on the various loyalty programs & contests.
* Liaison with vendors for various adhoc/regular requirements of the channel
* Responsible for development and managing of Aviva Direct – sales team portal.

**Encylopaedia Britannica INDIA (p) ltd.** – Corporate Office, New Delhi, Delhi

Among top leading companies in publishing & e- learning

Assistant Manager- Consumer Marketing, 04/2011 to 02/2012

Manage online marketing and communications functions, planning lead generation & brand activation activities, monitoring response on promotions, collaterals designing, and liasoning with vendors for execution. Running core activities including SEM, SEO, geolocation, onsite advertising, email, affiliate marketing and traffic driving initiatives for the product portfolio.

Job Responsibilities:

* Driving the BTL activities, consumer promotions, media & PR activities.
* Creating collaterals like brochures, leaflets, flyers and promotional material & blogging on social media.
* Driving strategic alliances with relevant partners for brand & content syndication
* Development of the acquisition campaigns for the core activities including SEM, SEO, geolocation, onsite advertising, email, affiliate marketing and traffic driving initiatives for the product portfolio
* Work with external agencies and the US teams to maximize the sales revenues and opportunities.
* Managing the testing program for all campaigns, including creative, media, IT development, and technical requests to the US team where appropriate.
* Developing the customer journey and ensure relevant communications are developed to enhance the customer experience.
* Development of new reactivation initiatives and implement testing
* Liaison with the US reporting team to develop new reports, keep up to date with reporting analysis,
* With the Director of Consumer Marketing, identifying core global consumer reporting requirements across the consumer team, and developing a set of reports to deliver this requirement.

**max new york life insurance COmpany ltd.** – Corporate Office, Gurgaon, Haryana

Among top 10 companies in Life Insurance Products

Assistant Manager- Sales Promotion, 06/2008 to 04/2011

Manage internal marketing and communications functions, structuring of rewards & recognition programs for distribution channels, monitoring response on promotions, collaterals designing, and liasoning with vendors for execution, organizing international & domestic conventions and events.

Job Responsibilities:

* Designing of contest, R&R for direct sales team.
* Development and execution of Communication Plans for internal R&R & sales newsletters.
* Ideated & execution of 25 circles launches pan India for Axis Bank –MNYL relationship.
* Created mail newsletter (Sales Promotion Express) for improving communication flow and adding an effective recognition platform for sales force.
* Handling the R&R events at Regional & National level.
* Designed the collaterals itself to reduce TAT and costs.
* Leveraged strengths in cost-effective marketing management and vendor negotiations.

**inter ads montgomery india pvt. ltd.** –Gurgaon, Haryana

Full-service advertising, marketing agency and leading exhibition organizers

Executive –Marketing & Sales, 05/2007 to 06/2008

Job Responsibilities:

* Executed all sales and marketing activities, including lead generation, selling of exhibition space trade show advertising, managed trade show and assist the project manager in sales and expense budget.

Education

Symbiosis University (Distance Learning) – Pune, Maharashtra

Post Graduate Diploma in Business Administration, 2012

* Major: Marketing

Institute of Technology & Future Management Trends – Chandigarh, U.T.

B.Sc. – Airlines, Tourism and Hospitality Management, 2007

* Tourism, Hospitality and Event Management.

C.B.S.E

12th. – Non- Medical, 2004

Technology

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| Software: | Lotus Notes, Photoshop, Image Ready, MS Office (Word, Excel, PowerPoint, publisher) |
| Web/Multimedia: | Yahoo Analytics |

Personal Details

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| Date of Birth | 14th October, 1985 |
| Father’s Name | Late Mr. S.L. Sharma |
| Marital Status | Married |
| Permanent Address | #992, Sector-6, Karnal, Haryana-132001 |

Date: Rajiv Sharma