Lajpat Nagar, New Delhi-24

Email: [rupeshks9@gmail.com](mailto:rupeshks9@gmail.com)

**RUPESH SINGH** Mobile: 9999655335

***Objective:*** Endowed with natural instinct to grow and aspiring to become a successful Marketing professional and to progress onwards to the senior level with clear vision for fulfillment of the objectives of the organization and to work under any circumstances for maintaining the progress and to achieve the target.

## **Key Skills**

* Well adapted toward corporate culture and behavior & ability to work under pressure.
* A strong drive for results, extremely focused and ability to multi-task.
* Achievement oriented with people management skills and ability to manage change with ease.
* Strong Negotiation skills.

## **Work Experience**

**Mahindra Holidays & Resorts (I) Ltd.: Oct,2011- till date**

**Promoted as Unit Marketing Manager- Gurgaon Unit since April, 13**

**Managing Delhi/NCR region since April, 14**

Designation : Assistant Manager-Marketing.

Duration : 10th October’ 2011 – till date

* To plan, develop, execute and monitor all marketing, advertising, promotional activities in line with the marketing strategy and organizational objectives, in the process enhancing the Club Mahindra brand
* Cross-promotional alliances with various corporates, restaurant chains, retail outlets, etc.
* Conceptualizing content & designs to be put on marketing collaterals for branding at marketing locations.
* SMS & email marketing for lead generation.
* Conceptualizing SMS & Email content as a part of marketing communication that would be aligned with the nature of lead generation process.
* Conducting ‘Member Engagement Activities’ by organizing seminars, contests, etc. for Club Mahindra members, for Customer Delight.
* Conceptualizing the member engagement activity ( on-ground)  
  In case of on-ground event, coming up with nature of the event – seminar/ movie screening, etc
* Negotiating with vendors/ event agencies/ exhibition owners, SMS & Email vendors, etc. for conducting various BTL activities to get the optimum deal within budget by not losing sight of quality.
* Conceptualizing the feedback form or survey form, for capturing members’ demographics during the end of the event, for research purpose & later conducting a research based on that.
* Analysing success of various marketing activities & course correcting at various stages of the process based on the analysis (good at MS Excel & number crunching).

**Café Coffee Day (ABCTCL Group Company):**

Designation : Assistant Manager-Marketing

Duration : 16th September’ 2010 – 30th September, 2011

* **PLANNING & EXECUTION OF MARKETING STRATEGIES:**
* Develop business activities through brand promotions/brand activations, visibility & implementation in coordination with sales.
* Understanding market, customer needs innovations & exploring market opportunities.
* Handling communication requirements (below the line) for business under responsibility.
* Drive additional traffic/revenues to the cafes through various cross promotions & campaigns at regional level.
* Sales promotions for visibility measures for loss making stores.
* Organizing Events on regular basis to attract more walk-ins and to provide value addition to the customers.
* Marketing plan for every quarter.
* Planning & implementation of visual merchandising at the café level.
* Analyze the efficacy/ROI of the promotions, and share the recommendations with the team.
* **VENDOR MANAGEMENT:**
* Coordinate & negotiate with vendors /printers for optimal use of resources.
* Managing relationships with the vendors, to ensure deadlines are met of various National level promotions.
* **PROJECTIONS & INDENTING OF MERCHANDISE:**
* To ensure the availability of the various merchandise items in the cafes, entire function of projecting.
* Generating sales report of the merchandise items on a weekly basis and analysis of the same.
* Analysis of Indent vs. Dispatch reports to avoid shortages.
* **ACT AS THE CUSTODIAN Of THE BRAND :**
* Smooth implementation and execution of all Central promotions at the café level, sticking to the **Brand guidelines.**
* **STRAGIC ALLIANCES TO GENERATE REVENUE:**
* Making a proposal in order to sell Coffee Day as an ‘on ground media’ to other brands and draw up profitable partnerships with the clients.
* Suggest the different branding options and creative ideas to the promoters.
* Proficient at conceptualization of campaigns around events to generate revenue. Alliance campaign execution such as management of the branding space available, examination of feasibility of specific campaign mechanics and tracking of campaign roll out etc. across cafes.

**Shopper’s Stop Ltd.**

Designation : Senior Executive –Marketing.

Duration : 10th July’ 2008 – Aug, 2010**.**

• Creative planning and execution of local marketing activities.

• Designing and running consumer promotions, organize events, branding & marketing communications etc.

• Tie- ups to increase footfalls during events & brand visibility & value for customers.

• Liaison with companies and brands for various promotions/sponsorship for in-store events

• Carry out brand promotional activities to the specified target audience.

• Responsible for Marcom activities.

• Analysis of the effect of the Marcom activities / BTL performance indicators.

• Market research & customer feedback for consumer insights

• Competitive analysis of the catchment area

• Responsible for managing budget and monthly MIS to ensure that the spends are within the budgets allocated. Follow strict financial discipline on maintaining records, adherence to budgets and submission of monthly MIS Reports.

**Timesjobs.com**

Designation : Senior Executive

Duration : October’ 2006 – June’ 2008

Key responsibilities:

* Business Development for “The Times of India's” online business initiative in   
  E-recruitment- Timesjobs.com.
* Recommending customized recruitment solutions to the client, comprising a mix of Online (timesjobs.com), Print (Times Ascent) and On-ground (Big Leap Job Fairs) services.
* Developing and nurturing new markets.
* Achieving sales targets and servicing clients with the objective of increasing the market share.
* Preparing presentations about the different solutions that can be offered to Corporate and recruitment consultants.
* Conduct competitor analysis by keeping abreast of market trends and competitor moves to achieve market share metrics.
* Working closely with the Product Development team by giving a proper feedback about the bugs in the product and getting the problems rectified.
* Negotiating prices and closing the deal.
* Actively involved in organizing and executing Timesjobs.com Job Fairs.

**ICICI Web Trade Ltd.**

Designation : Executive, Kolkata.

Duration : December ’2002 – May 2004

Key responsibilities:

* Acquisition of new clients
* Online demonstration of the product.
* Building and maintaining relationship with the customers.
* Taking care of customers’ problems and answering their queries.
* Doing promotional campaigns and giving presentation to corporate.

## **Project**

***Summer Training***: The Statesman Ltd.

Handled Corporate Sales for some clients and did a project on readership survey.

## **Education**

#### ***Professional***

PGDM (Marketing)**:** Globsyn Business School, Kolkata (2004-06) with CGPA of **5.28.**

### 

### ***Academic***

B.Com (Honours) from South City College, University of Calcutta (1998-2001) with **50.25%** marks in aggregate.

.

XII (CBSE) – from Guru Teg Bahadur Public School (1997-98) with **64.4%** marks in aggregate.

X (ICSE) - from Benachity High School (1995-96) with **61%** marks in aggregate.

## **Personal Details**

Fathers Name: Mr. N. K. Singh

#### Date of Birth: November 9th, 1980

Marital Status: Married

Health: Fully fit to take up any Marketing job.

Language: English, Hindi, Bengali.

Nationality: Indian

Relocation: Delhi/NCR

Permanent Address: 5/58, Old Double Storey, Lajpat Nagar-4, New Delhi-110024