**SHILPI KAPOOR VIJ**

**F-144, Nar Vihar Part 2, Sector-34, Noida Shilpivij.kapoor@gmail.com Contact # 9910036782**

***Brand Management specialist from Mudra institute of Communications, Ahmedabad with an experience of 10 years in marketing & brand management. Aim to pursue a career in Marketing & Brand Management & go on to build and manage successful brands with an organization of repute.***

**Career Summary**

* Result oriented professional with **over 10 years** of extensive experience in **Brand Management & Marketing across *FMCG, Banking, Consumer Electronics & Education Sector.***
* Hands-on experience in charting out Brand Strategies and executing Relationship Marketing programs, Mass Media campaigns including Digital & Social Media, Marquee Events & Co- Marketing initiatives, contributing to the Brand KPIs.
* Expert in Project Management, driving end to end execution of India specific & global marketing programs through liaison with cross regional, cross functional teams in India & the International Brand teams.
* Skilled in Commissioning Research projects on Brand, Products & Market sizing aspects, using those valuable consumer insights in key marketing & product decisions.
* Experience in setting up e-commerce business, creating a new channel for business through company owned portal & alliances with other e-commerce portals, resulting in significant contribution to the revenue expansion.
* A Team Player, have led Corporate Brand Campaigns & Inclusive Marketing Initiatives working in tandem with different business verticals.
* An effective communicator & team leader with strong analytical & problem solving approach.

**Current Assignment -**

**Sr. Manager, Brand Marketing & Communications Pearson Education India (Oct 2012 till date)**

**Key Responsibilities –**

* Strategic Brand Marketing Campaigns aimed at the learners in all stages & ages of Education – School, Higher Education, Vocational & Professional Education.
* Relationship Marketing Campaigns targeted at strengthening relationships with Key stakeholders & Decision makers.
* Being the Brand Custodian to ensure correct & consistent application of the Brand in everything we say & do.
* Co Marketing alliances with consumer brands, increasing the Reach & Visibility of the Brand.
* To hold the PR & Corporate Communications mandate, positioning Pearson as a thought leader in education space, executing Leadership engagements with media and announcements across all business verticals.

**Key Achievements –**

* Successfully launched the Pearson Brand Initiatives “Pearson Thank Your Teacher” & “Pearson Teaching Awards” in July 2013. This project execution involved coordination with cross functional teams across all Pearson Businesses in India (School, Higher Education, Vocational & Education Services) & the International Brand team based in UK.

**Highlights of the Program –** 1. **‘**Pearson Thank Your Teacher’ is the 1st ever Pearson Brand Campaign aimed at the learners.

2. Engaged over 10,000 Schools & Colleges, 50,000 teachers & 1 million Students, the key stakeholders & customers at an extremely cost effective budget, driving a high ROI.

3. Nominations up by 3 times from last year’s Pearson Teaching Awards.

4. A Complete 360 degree marketing Campaign -

*Promos & 8 Part TV Series on National Channel Digital & Social Media On ground activation in 500 Schools & Colleges Releasing a Survey on teachers to the Media led to an Effective Campaign PR*

* Charted out the marketing strategy for our Vocational product BTEC in the beginning of the year. Currently, working on a lead generation campaign across mediums – Print, Education Fairs, Social & Digital media, generating significant leads for the business on a high ROI.

**Previous Assignments:**

**Manager – Marketing Communications Moser Baer India ltd (Nov 07 – Oct 12)**

Consumer Electronics, Blank Optical Media, IT & Memory Products

**Key responsibilities -**

* Mainline advertising for the Moser Baer brand in Print, Television, Digital & Radio, liaising with the Creative & Media agencies.
* Develop & run Strategic programs for Market expansion and acquiring customers’ database.
* Generate Consumer Insights & Track Brand Health using Research on Brand, Products & Market Size & support critical business decisions.
* Product Launch events & Stakeholder Meets in India & International locations - GOA, DUBAI, SHANGHAI, TASHKENT, MACAU & Singapore..
* Developed Layout & Designs of Moser Baer Exclusive showrooms “Moser Baer Ultra life” across different locations in the country.
* Run Promotions to drive footfalls and sale at the Brand Showrooms & the E-Commerce portal.
* Product PR - Product Reviews and Press releases.
* Development of the Product design & packaging

**Key Achievements –**

* Launched LCD TVs for the Brand through a differentiated positioning supported by a Mass Media Campaign that led us to stand out in a category cluttered by huge spends from established players. The LCD TV commercial **won a bronze in Goa festival for special visual effects**.
* **Set up the e-commerce business for MoserBaer, a complete new channel,** promoting sales through company portal & alliances with FlipKart, Snapdeal, E-bay etc, adding an additional pool of INR 36 million annually to the sales turnover.
* Developed a database of 10 million customers for Database Marketing.
* 30 city road shows and events for the launch of a new brand – Moser Baer Platinum DVDs, resulted in increase in sales by 33% in 6 months.

**Manager – Marketing Operations ABN AMRO Bank (Apr 06 – Nov 07)**

**Key responsibility**

* Execution of Marketing Programs targeted at the Debit & Credit Card customers.
* Executed the ‘FLY FOR FREE” consumer promotion for all the Bank’s Card customers end to end, right from communication to the final delivery of the offer to the customers.

**Assistant Brand Manager**

**ICICI Bank (June 05- Dec 05)**

**RAPG Group-** Credit & Debit cards.

**Key responsibilities -**

* Creative and Media plan for Print & Television advertising for the credit & debit cards in close liaison with creative & the media agency.
* Launch of Value Added cards like Travel card, Kingfisher card & golf card. These cards were launched through TV advertising and launch events.
* Commissioned Brand Track studies on a quarterly basis along with qualitative studies on Consumer insights, Product Concepts and Card Usage patterns.
* Launched the ***5% Cash Back campaign,*** a consumer promotion pioneered by ICICI bank in the industry. I handled the Television, Print & outdoor advertising for the same.
* Increase Brand Visibility through innovative Point of Sale Branding across all Merchant outlets

**Brand Manager**

**J.L. Morison India Ltd., NIVEA (May 03 – June 05)**

I started my career in May 2003, with an FMCG company, **J. L. Morison India ltd**., on the brand **NIVEA** **and UDV range of Perfumes**. Joined as a Management trainee, was given higher responsibilities, as the Key Accounts Manager & than as the Brand Manager within the 1st year of job.

**Key responsibilities -**

* TV & Print campaigns for the brand in India with the agency TBWA.
* **Launched Nivea deodorants & Nivea Soft Cream in India through television & print advertising**. Placement of the deodorants in key shopping stores trial rooms and gyms in major metros also was a novel idea that I executed.
* **Executed Cross promotions & tie ups with coffee chains** like Café coffee day, direct marketing initiatives, Consumer & Trade promotions to increase Brand Visibility & give it a contemporary image.

**Projects Undertaken –**

**Organization; Ogilvy & Mather**

Project details: A live project on **Consumer insights for Ogilvy & Mather** to study the potential of the ‘chilled milk product ‘category in the Ahmedabad market. The scope of the project encompassed the study of ‘chilled milk products consuming habits of the people in Ahmedabad & also their perception about different products in this category.

**Organization: Fun Republic (Essel Group)**

Project details: Study on consumer shopping habits and perceptions about **HOURS**, the apparel outlet at Fun Republic, vis a vis competitors such as Pantaloons retail. Post evaluation of the effect of promotions on the loyalty programme of Fun Republic.

**Educational Qualification**

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| **Year** | Degree | Institution | CGPA |
| 2001-2003 | Post Graduate Diploma in Communications with Specialization in - Brand Management - Market Research | Mudra Institute of Communications, Ahmedabad | 3.2 |
| 1998-2001 | Economics Hons. | Daulat Ram College, Delhi University | 56% |
| 1998 | XII Standard | S.D.P.S school, Muzaffar Nagar | 80.2% |
| 1996 | X standard | Holy Angels convent school, Muzaffar Nagar | 78.2% |

**Extra Curricular activities/achievements -**

* Incharge of the publicity team of MICANVAS 2001-02, the annual student’s festival of MICA.
* Part of “Sankalp” marketing Team, the inhouse theatre society of MICA.
* General Secretary, Student’s council of economics department in college and chief convener of the annual economic festival, 2000.
* Participated in paper presentations, dramatics and debates throughout the academic years in college.
* Won interschool debate competition in class 12th. Won accolades for badminton& table tennis.