**SAURAV PADHI**

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***Marketing / Brand Communications***

**A BRIEF OVERVIEW**

* Marketing & communications professional with over 12 years of experience in **Advertising & Marketing**
* Worked with esteemed organisations like **Contract Advertising,** **Mccann Worldgroup, JWT, FCB, Yatra Online, Law and Kenneth**, Eenadu televisions handling marketing and communications of brands like  **NIIT, Shell India, Queo, Omron, Nestle, Hero (Hero Honda), Dabur Honitus, Dabur Real Activ, Dabur Hommade, Saka, yatra.com, Zee Network, Swatch, ABN Amro, Kent RO**
* Competent in **developing strategies and conceptualise campaigns/solutions taking the objective** into account
* Skills in **developing relationships** with key decision-makers internally & externally
* Competent in **driving growth** & **generating revenues**.
* Comfortable **interacting** with **multiple levels** in organisations.
* **High integrity & energetic** known for ability to envision and create successful outcomes; through quick grasping & learning abilities.

**Core Domain Knowledge and Expertise**

* Marketing Strategy – Determining the marketing mix, Differentiation & TG definition as per objectives
* Brand Management - Building/maintaining the Equity, Imagery & Positioning
* Client Servicing – Understanding client’s objective and working to fulfill the objective
* Offline Marketing - Advertising, PR & BTL
* Online Marketing - Search Engine Marketing, Display Advertising, Social media marketing
* Planning & Execution - Preparing short term and long term plans and executing it
* Customer retention - Maintaining the existing customer base & positive disposition for the brand
* Communication – Messaging (what to say) and Media (how to reach)
* Consumer Behavior - Product demand, purchase and consumption pattern; Media consumption; Mindset

**Organizational Experience**

**Since June ‘13 with Contract Advertising as Client Services Director**

***Role:***

* Provide marketing communication solutions to various clients of the agency
* Work towards New Business Development
* Handling the entire portfolio NIIT, Shell India, Hindware

**Highlights**

* GNIIT Relaunch Campaign
* Shell Rimula new Campaign launch
* IFBI New Product & Integrated Campaign to change imagery & higher registrations
* Rebranding and positioning of NIIT’s School division
* New product and cloud launch of NIIT in Nigeria
* Part of Various NIIT new product and strategy for Digital Natives

**July ’11 –June ‘13 with Mccann Worldgroup (Health)as Client Services Director**

***Role:***

* Provide marketing communication solutions to various clients of the agency
* Work towards New Business Development
* Maintaining and growing Mccann Health and wellness division organically

**Highlights**

* Launched the Dabur Rx campaign (9 Brands)
* Re-launched Omron in India with Farhan Akhtar
* Launched an Olive Oil Brand Oleev in India
* Launched Rapid Nutrition’s Leisa’s Secret in India
* Pilot Launched Johnson and Johnson skin care hospital solutions

**Dec ’09 – July ’11 with Law and Kenneth Communications as Brand Services Director**

***Role:***

* Provide communication solutions to various clients of the agency
* Work towards New Business Development
* Maintaining and growing the business organically

***Highlights***

* Managing Dabur Real Activ, Dabur Hommade, Kent Ro, Dabur Skin Care (saka)
* Was instrumental in the launch of the snack healthy campaign for Dabur Real Activ which has given the brand a 30% jump
* Part of the rebranding exercise of Kent RO in 2010
* Re-launched Kent tap water purifier (360 degree campaign)
* Helped Kent RO with their BTL & online marketing activities to make the ATL campaign more effective
* Successfully led & supervised the entire operations of the client which increased many folds because the growth pattern
* Integral part of the NBD team which won Fem, Uveda and Lotus Herbals

**Dec ’08 to Nov’09 with Liqvid eLearning Services as DGM - Marketing**

***Role:***

* Brand Building of Liqvid & BBC Active English Edge
* Devising and implementing marketing and product strategies for “BBC Active English Edge”
* Pre-Sales and lead generations
* Brand Communications – Offline & Online
* End User/student engagement activities using online and direct contact mediums.

***Highlights***

* Instrumental in establishing the Marketing Department including the objectives, KRA and budgeting.
* Determining the right product mix for different segments and defining the SMP (based on research)
* Development of the sales propositions and collaterals (Brochures, demos, standardized presentations)
* Online application for end user engagement
* Worked closely with Educomp for the launch of a JV brand “Language Edge”

**Jan’07 – Dec ’08 with Yatra Online as Manager Marketing**

***Highlights***

* Actively involved in planning, developing and executing brand building initiatives thereby generating & sustaining traffic/demand through Online & Offline marketing activities
* Effectively managed various activities including-
  + Marketing & Promotion activities across vehicles:-
    - Television
    - Print
    - Outdoor
    - Direct Mailing
    - Public relations
    - Online
    - Mobile
  + Building relationships with creative and media agencies both for Indian & US operations.
* Played a stellar role in optimizing Online and Offline campaigns thereby continuously improve ROI.
* Liaison with Sales, Product and IT teams with the focus on constantly improvising & improving products/services and devising new promotional offers for the consumers.

**Oct’05 – Dec’06 with FCB Ulka as Account Supervisor**

***Highlights***

* Played a key pivotal role in the team handling mass communication of Zee News, Zee Business, ABN AMRO and Hero Honda.
* Acted as an interface between the client & the agency for building communication strategies and creative executions with the focus on achieving preset marketing objectives.

**Oct’03 – Sep’05 as J Walter Thompson as Account Representative**

***Highlights***

* Acted as a key member of the team managing mass media communication of Hero Honda, Easy Bill and Swatch group thereby ensuring the achievement of the preset targets and objectives.
* Heading the efforts encompassing daily operations, business development, planning and executions of Hero Honda corporate & zonal advertising and promotions.
* Successfully handled the financial operations of accounts (from estimates to payments).

**Oct’02 – Sep’03 with ib&W as Account Executive**

***Highlights***

* Distinction of handling various accounts of Valvoline, Pergo, Group4, Siemens, Elite Model Management & HT City food guide.
* Played an instrumental role as member of business development team handling the related daily operations.

**Jan’02 – Sep’02 with Eenadu Televisions as Media Marketing Executive**

***Highlights***

* Actively involved in selling/ media research functions & held the credential of leading the marketing operations of the newly launched channels ETV Gujarati and ETV Oriya

**Training**

**Organization** : Interact Vision, New Delhi

**Duration** : 2 weeks

**Synopsis** : Led the efforts of conducting research/ analysis on retail and consumer behavior for

* Suitings / Shirtings with major emphasis on the brand Graviera.
* Processed food with major emphasis on the brand Safal.

**Education**

* **PG Diploma in Advertising & Communication Management** from EMPI Business School, New Delhi in 2002.
* **B.Com** from B.J.B College, Bhubaneswar in 2000.

**IT Skills**

* Higher Diploma in Software Engineering from Aptech in 1999.
* Proficient in Media Software TAM, Adobe Photoshop & MS Office.

**Extracurricular Activities**

* **Active theater director & actor** with participation in acclaimed plays like ‘Fiddler on the Roof’, ‘Ek Jaam Auntiyon Ke Naam’, ‘Hello Dolly’ , ‘Run For Your Wife’. ‘Hazaron Kwishein Aisi’, ‘Do Behnein’, ‘Sab Thaat Pada Reh Jaayga’, ‘3 Spices’, ‘I Love You\* (\*conditions apply)’
* Movies
* Music - Listening to music and playing the Tabla
* Sports – Table Tennis and Swimming
* Reading & Audio books
* Functioned as key member of a team winning the Ad-Creative contest in a seminar organized by Symbiosis Institute of Mass Communication, Pune.
* Bagged the Course Coordinator Award for Excellence during post graduation.

**Personal Details**

Address : R-4107, Devendar Vihar, Sector 56, Gurgaon.

Date of Birth : 3rd October 1979