



SIDDHARTH BAAD

DIGITAL MARKETING & CORPORATE COMMUNICATIONS PROFESSIONAL



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Communication Expert with 18 years of career in driving business through Digital Marketing, Lead Generation, Corporate Communications, Offline Marketing & Brand Building in reputed organizations

Education & Credentials

- Post Graduate Certificate Program in Digital Marketing & Communication from MICA in 2018
- Master of Communication Studies from The Maharaja Sayajirao University of Baroda in 2003
- Bachelor of Science (B.Sc.) in Statistics from The Maharaja Sayajirao University of Baroda in 2001

Executive Profile

Versatile Digital Marketing and Communications professional with significant experience in **diverse industries like Pharmaceuticals / Biopharmaceuticals, Specialty Chemicals, Biotechnology, Hospitality, Education, KPO and ITES.**

I offer expertise in strategizing and executing digital and online media campaigns to deliver key marketing and business objectives. I possess in-depth knowledge and expertise in Digital Marketing, Social Media Management, Customer Engagement with Email Marketing and Online Tools, Customer Review Management, Search Engine Marketing, Product Marketing, Industry & Market Research and Corporate Communication functions with focus on content management, generating leads and manage online reputation of brands.

I have recently completed Post Graduate Certificate in Digital Marketing & Communication from MICA; and has done Masters in Communication Studies from M. S. University of Baroda.

With more than 18 years of work experience, I possess excellent communication & interpersonal skills with strong analytical, team building, problem-solving & organizational capabilities.

Key Impact Areas

Digital Marketing Strategy & Execution

Online Marketing & Brand Reputation

Social Media Marketing & Customer Engagement (Facebook, LinkedIn, Twitter, Instagram & Email Marketing)

Product Marketing Communications

Content Marketing/Blogs/Press Releases

Online Customer Reviews Management

Key Skills



Career Timeline



Professional Experience

Sanvi IT, as Marketing Manager

May'18 – Present

(Working for US-based Express Kitchens, Kunal Kitchens & Star Hardware):

- In-charge of Lead Generation Campaigns through digital platforms (Facebook, Instagram)
- Supervise Social Media Marketing (SMM), Content & Email Marketing by promoting Company Website & Blogs
- In-charge of Online Reputation Management (Customer Reviews, Happy Customer Videos)
- Track, Monitor & Improve Marketing Analytics of Digital Platforms – Report monthly digital performance to CEO/Sales Director focusing on lead generation
- Spearhead Content Writing for Sales/Marketing Messaging to Customers & Prospects by following Company's Sales Pipeline Model to improve engagement & target new customers online
- Conceptualized Lead Generation Plan for e-commerce website (yet to be launched) through Facebook/Instagram Marketing, Google Adwords, Business Listings, Video Testimonials and Blogs
- Create & Design Marketing Collateral (Banners, Posters, Flyers, Website/Social Media Graphics) for Express Kitchens (Retail Business), & Conceptualize/Supervise Digital Marketing for Kunal Kitchens (Wholesale business)
- Manage, execute and supervise Online Event for lead generation, customer engagement and website promotion through Mothers' Day Campaign (1 month online campaign every year)

| Content (Blogs) | Videos | Social Channels | Email Marketing |
|--|----------------------------------|---|-----------------------------------|
| Mother's Day 2021 | Happy Customer 1 | Express Kitchens | Mothers' Day 2021 |
| Gray Cabinets | Happy Customer 2 | Online Store | Promotion 1 |
| Dark Cabinets | Happy Customer 3 | Kunal Kitchens | Promotion 2 |
| Virtual Kitchen Design | Happy Customer 4 | You Tube (Express Kitchens) | E-commerce 1 |
| Kitchen Countertop | Happy Customer 5 | Houzz Company Page | E-commerce 2 |
| Product Launch | TV Commercial 1 | Google Business Pages | Blog Emailer 1 |
| Top 5 Colored Cabinets | TV Show | Yelp Business Pages | Blog Emailer 2 |

Ahmedabad University, as Head-Communications (Contractual Role)

May'17 – May' 18

Role:

- Initiated process of formulating media engagement policy for University, implementing rules for stakeholder engagement with media / press
- Steering the digital initiatives including social media promotions, lead generation campaigns, videos interviews and admissions and outreach campaigns in digital mediums
- Created and conceptualized videos on success stories of university students, highlighting events, and engaging with media & press to project student accomplishments
- Ensuring the development, distribution & maintenance of all print and electronic collateral including website, brochures, internal & external communication communications, media relations, special events, and strategic communications
- Successfully handled 5 key media announcements (press releases), 3 press conferences and 2 university events by engaging with journalists

Biocon Limited, as Associate Manager - Corporate Communications (Internal Communications Lead)

Mar.'15 – May'17

Selected Achievements:

- Undertook new initiatives in developing internal communication programmes
- Successfully launched 'BioConnect' – an internal e-newsletter for Biocon Group employees
- Revamped 'BioNet' (Internal Portal for Biocon employees) along with in-house IT team
- Executed functions related to Website Management: Weekly / Daily Monitoring of Corporate Website of Biocon (www.biocon.com), Biocon Foundation (<http://www.bioconfoundation.org>)
- Directed & Managed Nation-wide PR campaign on World Diabetes Day (2016)
- Steered lead generation (digital) campaign for student enrolment at Biocon Academy (2016)
- Represented Biocon in National Exhibitions – 'Make in India' (Mumbai), 'Bangalore Bio' & 'Invest Karnataka' (Bengaluru), managed social media promotional campaigns for the same
- Collaborated with Corporate HR team to manage Internal Events and Employee Engagement Programs. Supervised digital campaigns on social media channels for engagement & branding, conferences, seminars, and workshops
- Managed local communication issues in coordination with Sr. VP & Global Head of Corporate Communications

Heubach Colour Pvt. Ltd., as Manager - Corporate Communications

Apr.'13 – Feb.'15

Selected Achievements:

- Supervised overall Corporate Communication Department & Media Relations on behalf of Heubach India
- Monitored the designing & content development of www.heubach-india.com-Website of Heubach India
- Press conferences / releases, media interactions, build media contacts with trade media publications
- Executed company participation in PAINTINDIA 2014 exhibition

Selected Achievements:

- Led the designing and content writing for Group companies' website: - o www.anil.co.in - Website of Ahmedabad-based Anil Group
 - o www.anillimited.com - Website of Anil Limited, Flagship Company of Anil Group
 - o www.anilbioplus.com - Website of Anil Bioplus Ltd., Biotech Company of Anil Group
- Administered profiling of company in publications through press releases of quarterly results, articles / write-up & interaction with spokespersons; TV Shows & coordinated press / media coverage for Amazo Restaurant
- Investor Relations: Quarterly Results; Annual Report; AGM; Quarterly Meets
- Marketing Communication for Exhibitions (FI – India 2011, PHARMAC 2011 & Paperex 2011); Vibrant Gujarat Exhibition 2010, 2013 & Product Launch (Enzyme for Anil Bioplus)

Previous Experience**Feb'07 – May'10 with Intas Biopharmaceuticals Ltd. as Executive-Corporate Communications****Jun'06 – Feb.'07 with Juriscape Legal Research Pvt. Ltd., as Writer****Aug.'05 - May'06 with Torrent Pharmaceuticals Ltd. as Executive-Corporate Communications****Jul.'04 – Jul.'05 with Indian Express as Editor / News Reporter****Jun.'03 – Jun.'04 with The Asian Age as News Reporter****Assignments / Campaigns Undertaken****1) Content Management and Media Relations:**

- <http://businessworld.in/article/Ahmedabad-University-Launches-Global-Centre-for-Environment/21-12-2017-135323/>
- http://www.ptinews.com/pressrelease/24839_press-subDr--Patrick-French--an-Eminent-Writer--Historian-and-Biographer-Joins-Ahmedabad-University-as-the-Inaugural-Dean-of-the-School-of-Arts-and-Sciences
- http://www.heubach-india.com/webfiles/file/304413064448_Press_Release.pdf
- <https://www.biospace.com/article/releases/intas-pharmaceuticals-ltd-to-market-biotech-products-in-gulf/>
- <http://prd.at/en/newsroom-clients/biosimilar-g-csf-cooperation-on-three-continents/>
- <https://www.openpr.com/news/55089/Awareness-for-Growth-Factors-in-India-A-social-initiative-of-Intas-Biopharmaceuticals-Limited.html>
- <http://pipelinereview.com/index.php/2009013024916/More-News/Apotex-and-Intas-Biopharmaceuticals-extend-their-collaborative-development-of-biosimilars-to-include-pegfilgrastim.html>
- <http://www.pressreleasepoint.com/intas-biopharma-expand-product-presence-mena-region>
- <https://www.przoom.com/news/45386/Celestial-Biologicals-Ltd-Collaborates-with-GE-Healthcare-to-Set-Up-Plasma-Fractionation-Facility/>

2) Website Development and Management:

- <https://www.biocon.com/> (Website Management)
- <http://www.heubach-india.com/> (Website Design & Development)

3) Corporate Film for Intas: <http://youtu.be/2YTbFNBE3mA>**4) Videos: (Ahmedabad University)**

- **Research:** <https://www.youtube.com/watch?v=QEWzPI4FOJs>
- **Profiling of Faculty:** <https://www.youtube.com/watch?v=7ckjTqsAp5c>
- **Student Achievement:** <https://www.youtube.com/watch?v=6VI46noxTqo&feature=youtu.be>
- **Student Achievement:** https://www.youtube.com/watch?v=o3Oa_o2wDwQ
- **Student Experience:** <https://www.youtube.com/watch?v=fLU9x4wxhiU>
- **Student Achievement:** <https://www.youtube.com/watch?v=hB4eEFD-IRs>

5) MBA Admissions Campaign: (Ahmedabad University)

- **Faculty Speak:** https://www.youtube.com/watch?v=rhbv4z_aTn0
- **Faculty Speak:** <https://www.youtube.com/watch?v=c01vxvoRLTU>
- **Student Testimonials:** <https://www.youtube.com/watch?v=Nf6fDUBsQY>
- **Student Testimonials:** <https://www.youtube.com/watch?v=HHaBO-COYH0>

Date of Birth: April 22nd**Languages Known:** English, Hindi & Gujarati**Address:** J-102, Ganesh Genesis, Godrej Garden City Road, Off SG Highway, Jagatpur, Ahmedabad – 382481, Gujarat