**SHIBU JOHN**

Contact: 09619231567

E-Mail: shibu.john@gmail.com

**SENIOR MANAGEMENT PROFESSIONAL**

Campaign Management | Brand Management

An incisive professional with nearly 18 years of experience in Campaign Management, Brand Management, CRM, Account Planning and Customer Insights & Analytics.

An innate flair for analytics in defining customer segments, summarizing findings, presenting data and proposing recommendations for improving campaign & communication efficacy and new business opportunities.

Industry Preference: Financial Services/ IT Location Preference: Mumbai

**PROFILE SUMMARY**

* Dynamic Campaign Manager offering rich experience in fulfilling banking marketing campaigns to the specific needs of its customers (Online, Branch ATMs)
* Successfully improved customer satisfaction though delivery of service-oriented campaigns and improved retention rates of profitable customers by targeting them for special promotions or other value-added services
* Proficient in implementing robust campaign set-up and engaging with business to understand their requirements and translating these business objectives into campaign ideas, concepts, segmentation & campaign frameworks
* Worked with creative agencies to develop segment/channel specific communication & executed the same; tracked the performance of the campaigns across customer segments and channel
* Adhered to quality control metrics and ensured approvals were obtained on all appropriate activities; prepared and disseminated regular summary reporting for senior management
* Expertise in leading post campaign analysis to report KPIs and distributing learning for future campaigns while understanding stakeholder feedback to influence future design work

**CORE COMPETENCIES**

**Campaign Management Stakeholder Management ROI Management**

**Brand Management Digital Marketing Ad Agencies Management**

**Customer Insights ATI/ BTL/ SEO Market Intelligence**

**WORK EXPERIENCE**

**Since Nov’13: HSBC Bank Associate Vice President – Marketing, Wealth Management, Fex and NRI**

**Role:**

* Delivering marketing support for:
* I&I products from the Wealth team as per requirement
* NR and Remittance product suite as per requirements from the respective team
* Conceptualizing and implementing cross-sell marketing campaigns to increase market penetration
* Providing data and suggestions to the customer through wealth strategies and, newsletters
* Informing customers about investment and insurance products/ services through effective customer communication at various touch points (Online, Branch ATMs)
* Working on a digital campaign to build salience on the remittance services provided by HSBC India; designing a process on dedicated section on remittance on the website
* Launching new products to the customer with the help of frontline communication and engagement

**Highlights:**

* Streamlined the launch of:
* Inaugural Personal Economy Summit – HSBC Marque property
* Remittance campaign, with 6240 customers, eligible for the campaign against a target of 4000 customers
* Visa cashback offer for in-active customers with activation of around 3.5% of the targeted base by using channels for communication such as E-Mailers, Direct Mailer and Website collaterals
* Successfully led ATL and BTL activities for launching Managed Solutions in April 2014, which was HSBC’s biggest fund ever launched in India by receiving applications worth INR 4,057 million
* Minimized the dependency on Agency partners on the basis of documentation/ reports shared with the customer for reducing the TAT from 2 days to just half a day
* Conceptualized and designed communication like e-mailer, targeted/ generic banners for India and global counterparts adhered to mandate of non-solicitation due to restriction in communication with NRI accounts
* Re-designed around 20 documents for Wealth Management team and incorporated barcodes as per schedule
* Organized Wealth Management seminars across the country for elite customers
* Planned and designed brochures for Wealth Management and Remittances; conducted a study on the HSBC contact center for recommendations shared auctioned

**May’05 – Oct’13: HSBC Invest Direct Securities Limited, Mumbai as Associate Vice President - Online Business**

**Highlights:**

* Strategized, defined and implemented new pricing plans, value added benefits for business alliances with major banks for further ensuring business process handshake to offer competitive leverage
* Implemented innovative product strategy for alternate acquisition channels, launching online trading for franchisee channel
* Worked as Member of the team for defining strategy, framework and launching online for bank alliances & channel partners
* Successfully launched IPO, AMO (After Market Orders) for revamping the trading website

**PREVIOUS EXPERIENCE**

**Apr’03 – Apr’05: Orient Financial Brokers, Dubai, U.A.E as Business Development Executive - Customer Service**

**Jan’02 – Feb’03: ShareKhan, Mumbai as Relationship Manager – Rest of Maharashtra**

**Mar’00 - Dec’01: EquityTrade.com, Mumbai as Business Development Executive**

**May’98 - Feb’00: Ad-Factors (DSA for ICICI Bank) as Marketing and Customer Care Executive**

**EDUCATION**

1998 B.Com. from St. Gonsalo Garcia College, Bombay University, Mumbai

Other Course:

* Advance Diploma in Computer Applications from NIIT India Ltd.

**PERSONAL DETAILS**

Date of Birth: 14th May 1976

Address: C-302, Parshwa Krupa, Near Allahabad Bank, Chulna Bhabola Road, Chulna Road, Vasai (W)-401202, Maharashtra