



## Chandresh Kanadia Manager - Corporate Communications

Over ten years of hands-on experience in strategic brand marketing and communication. Thorough understanding of handling multiple brands and their product line at a time, charting the results and addressing the key concerns.

### EXPERTISE

- Marketing communication
- Brand management
- Market research and analysis
- Business presentations

### SKILLS

- Detail and result oriented
- Self-motivated and proactive
- Keen to learn and study
- Planning and organizing

### LANGUAGES

Proficient with all form of communication in English, Hindi and Gujarati.

### INTERESTS

- Researching
- Basic graphic designing
- Writing poems and couplets

### WORK EXPERIENCE

#### ■ Manager – Corporate Communications | **Shalby Limited**

*Since April '21*

- Overseeing marketing communications of several units of the group across five states
- Ascertaining that the brand communicates in line with the set objectives
- Administering the content development for the prospective verticals of the group
- Working with the media houses and external agencies for collaborative promotional plans
- Reviewing the feedbacks and exercising further improvisation
- Core member of the corporate strategy development team

#### ■ Assistant Marketing Manager | **Electrotherm India Limited (Steel Division)**

*February, 2017 – February, 2021*

- Devising and monitoring the annual road map of marketing initiatives with a defined line-up and steps to achieve it
- Structuring promotional offers for business associates and deploying POS merchandising
- Facilitating budget allocation for all ATL/BTL activities and digital marketing in Gujarat, Maharashtra & Rajasthan
- Supervising agencies/vendors, managing their day-to-day work, and handling their reports and payments
- Accountable for the entire scope of events and trade fairs including post-activity assessment
- Leading substantial associations with media partners and institutions across Gujarat, Rajasthan, Mumbai, and New Delhi

#### ■ Deputy Manager – Client Servicing | **ONE Advertising & Comm. Services Ltd.**

*July 2008 - February, 2017*

- Developing and executing comprehensive advertising campaigns
- Conducting market research and analyzing the impact
- Preparing an integrated media plan in line with the budget and timeline
- Assisting team with promotional videos for several brands
- Detailed understanding of all the functions of the advertising spectrum
- Awarded with a certificate for being The Ultimate Swiss Knife and Multitasking personality of the agency

### TRAINING AND WORKSHOP

#### ■ Leadership Development – 2015 | **AMA, Ahmedabad**

The program carried case studies with assignments to provide insights about self-introspection, influence, team building, conflict resolution, and delegation.

#### ■ Presentation Skills – 2016 | **AIMA, New Delhi**

The training was designed to teach what to represent, how to draft the message, and what to avoid. Constructing presentations being my interest, won the first prize in the final assignment for the Best Presentation of the batch.

### Education

#### ■ PG Program in Media Management | Specialization in Advertising

International School of Business & Media, Pune | 2006 – 2008

#### ■ Bachelor of Commerce | J G College of Commerce, Ahmedabad | 2002 – 2005