

# TRIPTI GUPTA



## MOBILE

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## ADDRESS

I-95, Third Floor Kirti Nagar  
New Delhi

## CURRENT ADDRESS

C1-1204, The Meadows,  
Adani Shantigram,  
AHMEDABAD

Date of Birth: October 5, 1991  
Place of Birth: Delhi  
Current City: Ahmedabad  
Nationality: Indian  
Marital Status: Married  
Gender: Female  
Languages: English & Hindi

*"Seeking a **Marketing or Public Relation** position which allows me to utilize & contribute my knowledge creative & PR qualities while integrating my writing skills, advertising campaign and media relations expertise to accomplish the ultimate marketing goal to hit the Benchmarks."*

## MARKETING

### WORK EXPERIENCE

**FLIPKART**  

October 2018-Present

REGIONAL MARKETING MANAGER

Accountable for Marketing strategies for DIGITAL WALLET & FINTECH PLATFORM i.e.

PHONEPE PVT LIMITED

 **PhonePe**

Managing & coordinating FOR GUJARAT & MP

**AHMEDABAD SURAT RAJKOT VADODARA BHOPAL INDORE**

### RESPONSIBILITIES AT WORK

- Closely working with creative team to develop new MARCOM adapts for the region while interfacing between creative team and production agency.
- Offline visibility and branding : Working closely with the sales team to understand the branding requirement and manage to meet the same within the budget and timelines. Designing the collateral with creative team as per the requirements.
- Track competition within the region to update HO team while summarizing the sales team on competition updates amalgamating in single deck.
- Coordination with Ops manager/Key account team for monthly collateral requirement in for the region. Facilitating in providing any marketing collateral for the sales team starting from Certificates, competition artworks, badges, Pamphlets, Umbrellas, etc.
- Understanding and analyzing the sales data, market demand and business parameters to deploy best possible marketing strategy to maintain and achieve the goals.
- Working on planning, executing and optimizing the marketing campaigns for offline merchants. Partnering with multiple disciplines to drive visibility, engagement and demand in target market. Develop the marketing initiatives to increase Transaction, merchant base, customer base and optimize business parameters.
- Active involvement in planning & execution of print media, in-shop branding, kiosk Campaign, BTL Promotional Campaigns to increase the productivity and business parameters for the region.
- Outdoor planning/ ATL : Coordination with brand team and agencies in selecting right set of hoarding, branding medium in accordance of our target audience.
- Vendor Management : Identifying local vendors and agencies for regional production and regional marketing initiatives. Coordination with agencies to execute the marketing campaigns starting from city launches, offer launches, Retail branding, promotional events.
- Preparing presentations and decks, monthly newsletter for regional information, initiatives, competition updates, ATL campaign etc.

## PROJECTS & HIGHLIGHTS

### PHONEPE

- Offline Market launch
- BOHNI OFFER Launch for Merchant
- RETAIL BRANDING
- Practicing Innovation for new POS material
- Cross Promotion for Regional Key accounts
- CAB & BUS Branding
- Category led Innovation

- Coordinate with PR team while providing the regional highlights for the Publication with maximum circulation.
- Laisoning: Taking follow ups for brand visibility at offline merchants, and closing on the minute details from artwork, size, color, font to the deployment permissions and dates.
- Budget Management: Planning and allocating the regional budget effectively for the different marketing agendas.
- Undertaking the promotional activities to ensure brand visibility and awareness in existing markets and new markets for the zone.
- Managing Offline Visibility through POP material, GSB, NLB, Arch gate, flanges, danglers, Stickers etc.

## FUTURE GROUP

April 2015-Aug 2018

Unit Marketing Head

Accountable for Marketing strategies for its Lifestyle Retail destination i.e.

### FUTURE LIFESTYLE FASHIONS LIMITED



Managing & coordinating NCR Stores

ROHINI CENTRAL NOIDA CENTRAL GURGAON CENTRAL AEROICITY CENTRAL

Transferred To: AHMEDABAD CENTRAL, GUJARAT in 2018

## PROJECTS & HIGHLIGHTS

### FUTUREGROUP

- Store Launches, Its Media Plan Execution
- Shop & Win DSK sports Bike
- Kids Carnival For Ncr Stores
- Christmas Buzz For North Stores
- HD Aerocity Store Launch Planning & Execution
- Brand Summit With Kishore Biyani & Stake Holders
- Launching HD Fashion Buggy Service In Aerocity Vicinity
- Fashion Show With Air Expo
- Pan India Stock Printing & Dispatch With Financial Closures On Courier For EOSS Initiative
- Mannequin Challenge, Blue Jeans Day, Lakme Beauty Campus
- W KURTI DIVA CONEST
- FUTURE PRIVILEGE CARD

## RESPONSIBILITIES AT WORK

- **Execution of ATL and BTL activities:** - Coordinating with assigned agencies to execute ATL campaigns (Radio & Outdoor), Production and deployment of POP / POS materials viz. brochures, sales kits, tent cards, signage etc as per the business campaign, EOSS, Product campaign etc.
- **Specialized Event Promotion:** - Planning for specialized event and ensuring 360-degree implementation of promotional activities including all ATL & BTL initiatives planned with a commercial approach to drive growth in the walk-ins, business,, ticket size & positioning Central as the perfect destination to shop.
- **Competitor Analysis:** - To Track the performance of competition, business trend, area of improvement.
- **Marketing Calendar:** – Ensure a monthly marketing calendar of Promotional Events, Advertising Strategy, Public Relations to increase customer's walk-ins and store's ABV.
- **Budget Management** – Maintain the budget which allocated to spend monthly for the initiatives and activations adhering to the financial guidelines and managing vendors for timely executions.
- **Customer relationship management:** - Monitor and owns the customer service programs (Payback)- Loyalty, customer complaints/feedback and enquiries and other CRM, exit interviews for consumer research programs to drive focus and culture around customer. Weekend Campaignsideas including keeping the buzz alive during weekends by way of movies, kid's activities, music fest etc. Customer Satisfaction Index, Database Management,
- **Space on Hire :-** Giving Display Space on hire to other clients & store tenants in Pan India stores as per the product campaigns & requirements. In-depth knowledge about SOH (Space on Hire) & Branding agencies in India specially Delhi NCR & North region for Revenue Generations, Ensure execution as per the booking and Timely submission of MOU's & payment clearance.

## PERSONAL SKILLS

Influencing & Negotiating Skills  
Strong Work Ethics  
Think Creatively  
Persuasive Communicator  
Ability to work within a budget.

## OTHER ATTRIBUTES

- Coordinating advertising and promotional activities
- Managing on-going relationship with existing partners
- Ability to think laterally & Come up with unique marketing solutions for clients.
- Orchestrating multiple activities simultaneously to get things done .

- **Corporate Alliance** :- Cross promotions & barter alliances to give Value addition to the customers as well building brand value.
- **Outdoor planning**:- Selection of Hoardings/Kiosk/Poll branding in accordance of right target audience, Major involvement in Price negotiations with vendor.
- **Store Launches**:- Availed the opportunity to play a role of marketer & visualizer for launching Noida Central, Rohini Central & Aerocity HD Central. Responsible for their brand building, brand visibility & awareness using BTL, ATL & TTL post the catchment study & analysis.
- **Liaising** :- Taking follow up & pre planned permissions for all planned activations in societies, malls, airport for smooth streamlining of the initiative.

### PVR LIMITED

Marketing Executive  
(Digital Marketing & Events)



July 2014-April 2015

Accountable for three outlets of **PVRLimited** namely



**PVR Director's Cut**

Vasant Kunj, New Delhi

**MISTRAL**  
Fresh & Simple

**Mistral**

F&B Venture of PVR Cinemas,  
Vasant Kunj, New Delhi

**MR. HONG**  
ORIENTAL ALL DAY DINING

**Mr. Hong**

F&B Venture of PVR Cinemas,  
Bangalore

## OPPORTUNITIES TO EXCEL

- Coordinated with agencies like wiz craft, Big star for event execution.
- Alliances with OLA, UBER, GROFERS, SWIGGY, MOIKWIK.
- PR Building with top notch hotels in Aerocity
- Exposure for PAN India SOH for revenue generation.
- Coordination with radiowala team for store radio spots & updates
- Understating the fashion aesthetics in different categories & brands
- Part of core Designing team for revamping the **PVR websites**
- Fashion Show with Designer Kushali Kumar for ballroom & evening gown collections
- Launch of PVR DC gold card

## COMPUTER SKILLS

MS Office : Word & Excel  
Microsoft PowerPoint  
Proficiency in Handling Facebook Fan Page

## RESPONSIBILITIES AT WORK

- **Optimize, maintain, monitor and lead through various social media platform namely Facebook, Instagram, Twitter.**
  - Content creation and management. Constant engagement & interaction with users.
  - Fan building, announcing promotions & various offers.
  - Understanding target group & manage presence & post on social media platforms.
  - Maintain communication calendar & prepare weekly plans for Social Media presence.
- **Online Advertisement & Visibility**
  - Identifying all online display advertising and traditional media campaigns to optimize promotional offers, target group acquisition and retention.
  - Online marketing campaign through proper coordination with management and outside agencies.
  - Taking Quotations from different vendors for printing purpose, comparing the same to get optimal rates for requirement
- **Commercial Cinema Advertisements**
  - Coordinating with the agencies to have commercial advert for bring in the revenue and at the same time building Brand image.
- **Branding & Visibility**
  - Coordinating with the concerned marketing person from the Mall to have tie up for various occasion, get better visibility & more branding options in the mall.
  - Out of Home branding with several ATL agencies.
- **Car Launch conferences, fashion show and events**
  - Pitching & closing with various companies & Brands for Car Launch Conferences /after party /Cocktails at Mistral & Directors Cut.
  - Coordinating with the event agencies for bringing their clients to PVR Directors Cut.
  - Reaching Fashion celebrities or Emcees for hosting after parties, events at Mistral & Directors Cut
  - Connecting with outlets & Brands in mall to host get together parties at Mistral & DC
  - Alliance with different brands within the mall for cross promotion of PVR Directors Cut.
- Conceptualizing new menu launches and its communication through coverage in various food & entertainment magazine and newspapers.
- Coordinating with printing vendors for printing of various collaterals, menu, tent card, flyer etc. Closely working with Graphic designer for newsletters, Emailers, along with photography & shoot agencies for for new launches & High definition creatives

## KNOWLEDGE OF

Commercial Awareness  
Brand Marketing  
Event Managementmarketing  
Social Media Marketing  
Promotional events  
Lead-Generation  
Mall Decorations  
Local Marketing

## KEYCOMPETENCIES & ABILITIES

- Providing innovativenew ideas and solutions to problems.
- Able to jugglepriorities & multipleprojects.
- Can negotiateskilfully in competitive situations.
- Having creativity& imagination.
- Dealing withenquiries and quotationsrequests.
- Creating budgetsfor projectproposals.
- Track record ofmeeting tight deadlines.
- Can negotiateskillfully inCompetitive situations.
- Responding proactively to new opportunities & challenges

## ACADEMIC AWARDS

- Won an award at school Level for Power Point Presentation.
- Got Awarded with Prestigious Accolade of Kirori Mal College for serving as **Vice President** ,Deptt .OfStatistics.

## HOBBIES & INTERESTS

Painting  
Solving LogoQuizzes & Scrambles  
Recycling Best out of Waste

## Moments Mall

Marketing Executive



Jan 2013-Jul 2014

A persuasive, confident, enthusiastic & articulate young person who has a natural flare for being able to communicate and build relationships with potential clients. Having influencing skills and ability to come up with Innovative Marketing ideas.

## RESPONSIBILITIES ATWORK

- Planning & Managing Events, Promotions.
- BTL : Below the Line Activités by providing High Traffic zone for Product Launch, Car Display, Product Sampling etc.
- In House Conceptualizing & Activation of Festival Décorations, Exhibitions at Mall.
- Marketing Support Programs : Giving Branding Space at Feasible Rates which can be effective communication Opportunity for Retailers to build Awareness & drive store Traffic.
- Identifying Local Vendors & Agencies, Use of Initiative & Extensive Industry Contacts to develop Business & Marketing Plan.
- OOH : Out Of Home Branding by Renting off lucrative spaces, to different companies / Agencies.
- Maintaining Activity Calendar Along with periodic weekly/ monthly Marketing Reports & Presentaions.
- Using Social Media as such Facebook & Website to successfully converting virtual fans into real world customers.
- Deeply Working in Advertising Roots including Productivity, planning, Buying & Deploying of Wide Array of Media.
- Meeting Targets within the crunched Budgets and generating Maximum Revenue through Marketing.

## EDUCATION

**Hindu College Delhi**  
**University** MSc.  
(Hons)Statistics



*Aug, 2012-Jul, 2014*

*Aggregate of61.2%*

**Kirori Mal College**  
**Delhi University** BSc.  
(Hons)Statistics



*Jul, 2009-Jul, 2012*

*Aggregate of68.5%*

**St. Thomas' School**  
12<sup>th</sup> AISCCE (2009)  
Commerce+Maths  
10<sup>th</sup> AISSE (2007)



*1996-2009*

*Aggregate of88.2%*

*Aggregate of86.7%*

## REFERENCES

**Col .RoopakSharma**  
VP-Operations  
**HCL**  
*M : 8826374203/9862589105*

**Aarti Singh**  
Marketing Head,  
**RED FM**  
*M : 9871488646*

**Tripti Tiware**  
Human ResourceManager  
**PVR Cinémas**  
*M : 8800221568*

**Surinder Singh Chauhan**  
Sr. Manager  
Operations  
**Dlf ,Saket**  
*M : 9999289751*

**Shray Bhatia**  
Regional Marketing Manager  
North India  
**Future Lifestyle Fashions Limited**  
*M : 9582349346*

**Ashutosh Singh**  
Regional Sales Head  
Gujarat/ MP  
**PhonePe**  
*M : 09898549659*