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| Avinash Anand  BTL Executive     |  | | --- | | **Contact** |     Address  Ahmedabad, Gujarat, 380054  Phone  706 998 2083  E-mail  anandavinash278@gmail.com     |  | | --- | | **Skills** |     Marketing plan development  **Trade marketing** Budget development and management  ROI analysis  Data analysis  Campaign management  Product marketing specialist  Below the Line (BTL) & Above the Line (ATL) Marketing  Vendor management  Social Media marketing  Email marketing | An organized and creative professional with proven marketing skills and a desire to learn more. Possess 8+ year experience for a diverse group of organizations. Gained expertise in Branding, Sales promotion, Social media marketing. Looking to utilize my existing skill set to increase company profitability.     |  | | --- | | **Work History** |      |  |  |  |  | | --- | --- | --- | --- | |  | 2018-06 - Current |  | **BTL Executive**  *Praxis Home Retail Ltd (Future Group), Ahmedabad, Gujarat*   * Conducting detailed market study to analyse the latest market trends, tracking competitors activities and providing valuable inputs for fine tuning the selling & the marketing strategies. * Liaison with Buying & Merchandising teams to work closely on the marketing calendar & get vendors to participate & sponsor the campaigns on the local base. * Managed relationships with key industry partners such as Ad agencies, Media houses (94.3 MY FM, GTPL etc.) and other vendors. * End to End planning & execution of in-store events & festivals to drive healthy & consistent footfalls to the stores. * Handling ATL & BTL marketing for the region which included designing & executing leaflets, posters, banners and deals with allied partners in the store catchment for visibility. |  |  |  |  |  | | --- | --- | --- | --- | |  | 2015-11 -2018-06 |  | **Team Manager**  *Eureka Forbes Ltd, Bharuch, Gujarat*   * Responsible to achieve primary and secondary sales target and to maintain franchisee relationships with in area. * Planning & Achieving revenue targets * Responsible for handling sales team. * Training & Development of team members to make them achieve their targets. * **Brand promotional activities like Road show, Glow sign boards, wall painting, Auto branding, local event participation and other promotional activities**. * **POP / POS material utilization through channel partners and display in various locations.** |  |  |  |  |  | | --- | --- | --- | --- | |  | 2013-10 - 2015-10 |  | **Sales & Marketing Executive**  *Aakash Tiles Pvt Ltd, Bharuch*   * Responsible to achieve primary and secondary sales target and to maintain dealers’ relationships with in area. * Planning & Achieving revenue targets * **Execution of Merchandising Activities with co-ordination of seniors like POP POS utilization and related activity such as allocation and co-ordination for distribution of POP POS.** * **Implementing channel specific marketing strategies and plans such as glow sign boards, in shop branding etc. for assigned retailers / wholesalers.** * **Executing activation programs with partners to improve brand visibility.** |      |  | | --- | | **Education** |      |  |  |  |  | | --- | --- | --- | --- | |  | 2011-08 - 2013-07 |  | **MBA: Marketing**  *Gujarat Technological University - Ahmedabad* |  |  |  |  |  | | --- | --- | --- | --- | |  | 2007-08 - 2010-10 |  | **BBA: Marketing**  *Jamia Hamdard University -* New Delhi |      |  | | --- | | **Accomplishments** |      * Received “Performer of the Year -Marketing (2019) in Praxis Home Retail Ltd (Future Group).      |  | | --- | | **Internships** |        * Company: Birla Sunlife Insurance   Project Name: Product portfolio of Birla Sunlife  Insurance  Duration: 3 Months  Role: Management Trainee |

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