



# ANKITA THACKER

## Marketing Manager



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Ahmedabad, Gujarat

### PROFILE

Result oriented, resourceful, and proactive leader with 14+ years of experience in marketing across color cosmetics, personal & skin care, fragrance, FMCG (food & non-food) industries in various roles of increasing responsibility. Lead with full ownership; marketing management of products ranging from Re 1 to Rs 10,000/- and portfolio of annual 350+ crores to drive growth strategy plans and P&L goals. Worked with multi-culture teams across India and Gulf countries.

### PROFESSIONAL EXPERIENCE

Scion International – AHMEDABAD, Gujarat		FEB 2021 -
Marketing Manager, GCC (Middle East) Region		TILL DATE
Responsibilities & Current Projects	<ul style="list-style-type: none"> <li>Formulating marketing plan, GTM strategy, decoding consumer, category and brand, channel selection and shaping value proposition for fragrance, color cosmetics, personal and skin care categories (Brands: <b>CP Trendies, Jean Paul Dupont, Creation Lamis, Dorall Collection, Bio Glow and Paris Collection</b>)</li> <li>Managing <b>3 crores of annual marketing budget</b> &amp; responsible for delivering brand AOP objectives.</li> <li>Leading <b>ATL &amp; BTL</b> campaigns, loyalty programs and merchandising for 2000+ retailers, shopper activations across countries (<b>UAE, Oman, Kuwait, Qatar, Bahrain</b>) &amp; channels (modern &amp; general trade, duty free) in line with brand marketing objectives to increase sales and grow market share, while improving profitability</li> <li>Keen strategist with expertise in spearheading the marketing operations with key focus on <b>increasing brand/ product footprints</b> for key MSL SKUs and managing the <b>annual forecast planning</b> basis marketing calendar</li> <li>Leading <b>ecommerce marketing</b> strategies and working with agencies to plan <b>social media brand campaigns</b>.</li> <li>Owning end-to-end <b>new product development</b> starting from ideation, market feasibility studies, prototype development, user acceptance testing, final launch strategy planning till execution post which identifying opportunities for process and product improvements through post launch reviews. Few projects in line are : <ul style="list-style-type: none"> <li>Conceptualized and leading CP Trendies color cosmetics Brand <b>NPDs of 25 SKUs range</b> planned to be launched in Gulf, Arab league &amp; few European Countries aiming an increase of 3.8 X revenue.</li> <li>Complete <b>packaging revamp</b> of Paris Collection Makeup kits and Jean Paul Dupont gift sets.</li> <li>CP Trendies Nail polish (current range) product <b>upgrade (formulation, packaging, design, and trending colors)</b></li> <li>Ideation of <b>NPDs for general trade, perfumeries and duty-free</b> channels under skin care &amp; perfume categories.</li> </ul> </li> </ul>	
Additional Projects	<ul style="list-style-type: none"> <li>Worked on designing front-end of Scion International's corporate global website (<a href="http://www.scionintl.com">www.scionintl.com</a>)</li> <li>Collaborated with sales team in onboarding distributor for UAE, Oman, kuwait. And in line with onboarding distributor for Saudi Arabia.</li> </ul>	
Khimji Ramdas (I) Pvt. Ltd. – Procter & Gamble Division – AHMEDABAD, Gujarat		SEPT 2015-
[Business Manager (Trade Marketing & Direct to Consumer Marketing)]		JAN 2021
Responsibilities	<ul style="list-style-type: none"> <li>Lead <b>Direct to Consumer Marketing &amp; Trade Marketing team</b> (Brands : <b>Gillette, Tide, Ariel, Head &amp; Shoulders, Pantene, Pampers, Whisper, Vicks, Venus, Oral B, Old Spice, Ambipur &amp; Olay</b>) of <b>40 on-roll &amp; 125 off-roll Members</b>. Planned &amp; managed annual <b>manpower budget of 1.25 Crores</b></li> <li><b>Enabled CBD (sales team) to sell more cases</b> : Developed sound, executable capability that kept CBD knowledge current on category - channel – brand trends within the market (Worked closely on <b>Neilson share data</b>)</li> <li>Made <b>concept sells for sales team</b> via key business drivers and ensuring customer profitability, initiative management, <b>new launch</b> maximization &amp; own sales building blocks (<b>joint business annual planning</b>)</li> <li>Drove <b>offtake from 39K covered (modern &amp; general trade) stores</b> via targeted <b>BTL Activations</b> in line with sales goal during festivals &amp; events, maximized key consumption periods and how high is high programs (with an <b>annual budget of 25 lacs+</b> for activations –these included <b>instore visibility, retailer loyalty programs, sampling &amp; demo display</b> at key stores during new launch, <b>competitor analysis</b> and execute defense plan)</li> <li>Managed &amp; delivered chassis wise – brand wise <b>annual plans of 8.6 lacs+ trials i.e. new consumers</b> via strong executional excellence (trial chassis included generating demand via reaching <b>home to home</b> across <b>25+ districts</b> in <b>Gujarat</b>, premium <b>apartments, corporates, 2500+</b> government - private <b>schools, 100+</b> government – anganwadis – private <b>hospitals</b>, major <b>city congregation points</b> like bus stops, mall entrances &amp; many more)</li> <li>Planned &amp; managed <b>2.25 crores annual execution trial generation budget, stock planning</b> basis trial plans &amp; managed agencies claim management</li> <li>Responsible for <b>manpower agency selection</b> and ensured highest standards of <b>control and stewardship</b> across relevant stakeholders.</li> </ul>	
Achievements & Impact	<ul style="list-style-type: none"> <li>Designed <b>Ariel washing machine activation</b> in top retail stores (like <b>National Handloom, Osia Supermarket, Hind provision</b> &amp; many such Top stores) which resulted in highest ever Ariel business of <b>1.03 crore (210 index)</b> in a single month &amp; in the same year, Gujarat reached <b>2<sup>nd</sup> highest Ariel share in India</b> in Neilson records (Gujarat 12 share vs all India 5 share). This <b>activation is now driven across India</b></li> </ul>	

	<ul style="list-style-type: none"> <li>• <b>Single handedly</b> built trade <b>Marketing pillar</b> (sole distributor organization in India to have this profile)</li> <li>• Designed <b>Pampers pants commercialization initiative</b> which resulted in site's <b>highest ever business in single month of 1.69 crores and 146 index</b> in pampers. This idea was <b>replicated across other distributors</b> in India</li> <li>• Implemented <b>missed call model</b> in home to home chassis among <b>80 un-skilled women</b> to deliver quality trials</li> <li>• Designed focused <b>loyalty programs</b> which resulted in <b>highest ever business</b>, few are as below: <ul style="list-style-type: none"> <li>i) <b>120 index – 8.72 crores incremental business - 3600 top store retailers</b> : “Winter dhamaka plan”,</li> <li>ii) <b>218 index – 61.75 lacs incremental business - 74 key wholesale stores</b> : “Wholesale dhamaka offer”,</li> <li>iii) <b>2.51 crores incremental business– 169 index - 850 wholesalers – 15% increase in stores billing minimum business</b> : “Wholesale ka sikander”</li> </ul> </li> <li>• Planned &amp; executed few <b>new BTL activations</b> for the site, details are as below : <ul style="list-style-type: none"> <li>i) Tied up with <b>G-Auto for Tide branding</b> (Ahmedabad)–led to <b>history business</b> in the next month of activation</li> <li>ii) Tied up with <b>Karnavati club for Pantene Navratri activation</b> focusing on free hair check - venue branding &amp; <b>ran online</b> Pantene “snap of the day” <b>contest</b>, catered to <b>10,000+ walk ins</b> at the stall in 9 days</li> <li>iii) Annual tie up with <b>Rajkot's best baby contest</b> promoting <b>Pampers &amp; Babyrub – sampling &amp; demo</b> showcased to <b>600+ families</b> - venue branding &amp; drove <b>LIVE Pampers photo bhoot</b>.</li> </ul> </li> </ul>
<b>Additional Projects</b>	<ul style="list-style-type: none"> <li>• Led <b>Facebook campaigns</b> for new launches &amp; <b>linking them to General Trade (GT)</b> channel for awareness &amp; driving off-take from stores. ( <a href="https://www.facebook.com/Pampers.Gbbc">https://www.facebook.com/Pampers.Gbbc</a> )</li> </ul>
<b>Khimji Ramdas LLC – Luxury and Lifestyle Division – MUSCAT, Oman</b>	
<b>[CHANEL Brand Supervisor – Perfumes, Cosmetics &amp; Skincare]</b>	
<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>• Led Oman team of <b>5 Beauty Counselors</b> with different nationalities i.e. <b>Philippine, Omani, Moroccan &amp; Indian</b> across <b>modern retail outlets</b></li> <li>• Planned and implemented the <b>new product launch activations, in-store promotional initiatives and Merchandising</b> in the market, skin care and make up <b>tours, animations, incentive schemes and contests</b></li> <li>• Delivered <b>10 crores of annual individual and team's target</b> &amp; effectively monitoring the progress</li> <li>• Managed <b>distribution of product lines</b> based on location wise demand. Introduced new distribution opportunities for Local Fragrance Brands like <b>Tabac, Open &amp; Benetton</b></li> <li>• <b>Forecasted inventory &amp; POSM orders.</b></li> </ul>
<b>Achievements &amp; Impact</b>	<ul style="list-style-type: none"> <li>• Achieved &amp; maintained <b>number 1 position</b> among competitors in Areej (largest modern retail beauty store in Oman) for <b>consecutively 2 years</b></li> </ul>
<b>Khimji Ramdas LLC - Luxury and Lifestyle Division - MUSCAT, Oman</b>	
<b>[Accounts Executive (worked on SAP System)]</b>	
<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>• Responsible for daily cash sales tallying, cheque &amp; cash remittances for <b>5 retail outlets</b></li> <li>• Managed regular <b>debtors ageing analysis</b> and responsible for allocating <b>customer &amp; vendor payments</b></li> <li>• Monitored, reviewed, updated <b>petty cash records and inventory documents</b> (GRV's /GRN's /stock adjustments)</li> </ul>
<b>Achievements &amp; Impact</b>	<ul style="list-style-type: none"> <li>• Cleared over <b>1 year old debtor's aging down to 1 month</b> via rigorous follow up</li> <li>• <b>Single handedly</b> managed above profile which was earlier handled by 2 employees</li> </ul>
<b>Cox and Kings - PUNE, Maharashtra</b>	
<b>[Travel Consultant]</b>	

## PROFESSIONAL STRENGTHS

- ✚ Strategic planning, budgeting, forecasting, sales & allocation
- ✚ Initiator with extensive experience implementing effective activations
- ✚ Strategic problem solver and one who communicates concisely and inspirationally.
- ✚ Selling & Relationship management
- ✚ Competitive assessment
- ✚ Highly trustworthy, discreet, Multi skilled team handling

## EDUCATIONAL HIGHLIGHTS

- ✚ Master of Business Administration (MBA) – Marketing & Finance - Sikkim Manipal University
- ✚ Bachelors of Commerce (B.Com) – Marketing - Symbiosis College, Pune University

**A Grade**  
**71%**

## CERTIFICATIONS:

- ✚ **Marketing Tools for Digital Media and Platforms – Indian Institute of Management, Ahmedabad**
- ✚ **Diploma in travel and tourism - IATA – foundation level, Pune. Certification of Galileo by Travelport, Pune.**

## ADDITIONAL ACCOLADES:

- ✚ Represented **Whisper** (Procter & Gamble brand) and **CNBC Network18** on an **All-India level initiative** spreading awareness of Menstrual hygiene with brand ambassador : Actress Ms. Bhumi Pednekar (<https://lnkd.in/eejEwi>)
- ✚ Been an active member of **Toastmasters International, Oman Chapter.**
- ✚ Been an active **committee member** in one of the **Social Wing's (Kachchhi Wing)** under **Indian Social Club, Muscat** for 3 years.

## HOBBIES:

- ✚ Warli painting, Glass painting, Pot painting
- ✚ Listen to soothing music
- ✚ Exploring adventure rides