



PR



PRICE



PLACE



PROMOTION



SWARAJ RAJAGOPAL

FMCG MARKETING PROFESSIONAL

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PROFILE SUMMARY:

I am a passionate marketing professional with 9+ yrs of experience, driving multi-channel trade marketing & category marketing strategies, thereby achieving higher y-o-y revenue/market share of brands in intensely competitive categories. I enjoy engaging, leading and influencing teams to achieve outstanding results.

PROFESSIONAL SKILLS

- Lead & develop high performing teams
- Marketing mix
- BTL Communication & Activation
- E-commerce Activation
- NPD Launch Strategy
- Category Management
- Promotion Management
- Price setting
- Business Development
- Analytical Skills
- Revenue & ROI Management
- Budget Control
- Negotiation
- Field Execution

PERFORMANCE HIGHLIGHTS:

- BRF award for Best performer of the year' 2017/2018
- Delivered substantial value market share gain for Sadia brand across categories
- Delivered value market share gain for Lambweston brand 1.5% to 5.5% in 18 mts
- Increased NPD sales by implementing the right marketing mix and driving execution excellence
- Launched perfect store project for traditional trade channel
- Increased MSL coverage through customer focused activation program in MT and TT channel
- Achieved number of SKUs per customer KPI in food service channel
- Planned and executed e-commerce strategy in Oman
- Conceptualized and executed the first ever digital scratch & win campaign for Oronamin C and digital cash back program for Wrigley in UAE
- Implemented mobile couponing campaign for Intermarche in France

PERSONAL SKILLS

- Creative spirit
- Reliable and professional
- Organized
- Time management
- Team player
- Fast learner

ACADEMIC BACKGROUND:

MASTERS IN INTERNATIONAL BRAND MANAGEMENT

Kedge Business school, Marseille, France

Sep 2011 - Sep 2012

BACHELOR OF TECHNOLOGY IN ENGINEERING

Pondicherry Engineering College, India

June 2004 - June 2008

COMMUNICATION SKILLS

English	◆◆◆◆◆◆◆◆◆◆
French	◆◆◆◆◆◆◆◆
Hindi	◆◆◆◆◆
Tamil	◆◆◆◆◆
Telugu	◆◆◆◆◆

TECHNICAL SKILLS

- MS Excel Advanced
- MS Powerpoint Advanced

BRF MIDDLE EAST

July 2015 - Present

With Sadia & Perdix brands, BRF is the world's largest poultry exporter, operating across 5 continents | 10 Billion | Staff: 100,000

BRF, OMAN

TRADE MARKETING & E-COMMERCE MANAGER

Feb 2020 - Present

BRF, UAE

CATEGORY LEAD

July 2018 - Jan 2020

TRADE MARKETING SPECIALIST

July 2017 - July 2018

TRADE MARKETING ANALYST

July 2015 - July 2017

HIGHCO

Highco / Integral Shopper is a BTL marketing agency specializing in Retail & FMCG Industry

HIGHCO, UAE

ACTIVATION SPECIALIST

August 2013 - June 2015

HIGHCO, FRANCE

MARKETING ANALYST

Nov 2011 - July 2013

DELOITTE, INDIA

ANALYST - CRM

June 2011 - Aug 2011

CAPGEMINI, INDIA

ASSOCIATE ANALYST

June 2008 - June 2011

WORK EXPERIENCE:

RESPONSIBILITIES

- Lead the trade marketing team to achieve market share targets and contribute to revenue KPIs
- Plan & execute the marketing mix strategies for all categories and brands

Launch and Brand Activation:

- Devise NPD marketing mix, trade plans and execute the same, which includes development of selling story, setting price, developing planogram guidelines, building listing tracker and market activation to drive awareness & product trial
- Successfully conceptualized, planned and executed multiple marketing campaigns (specially the value added products and NPD launches) with 360 degree activation.
- Responsible for maintaining and executing the brand's TM marketing budget in the country by ensuring cost efficiencies and targeting increase in profitability.
- Ensure efficiency and effectiveness by conducting smooth communication with the Internal Teams : Sales, logistics and Finance external agencies. Brief creative, media and production agencies with the communication platform, creative ideas and expectations on campaigns to ensure alignment and effective implementation
- ATL: E-commerce & social media campaigns using influencers
- BTL: Activities for NPD launches, Ramadan, National Day & B2S campaigns
- Develop promo menu, plan monthly promotion, launch new promos & track ROI
- Develop & launch programs (perfect store/MSL drive/portfolio drive) for retail channel (MT & TT) & food service channel based on channel KPIs

Performance Analysis and Actions:

- Analyze monthly IMS reports with deep-dive for channel-wise, region-wise and outlet-wise status for every SKU in the portfolio.
- Deep dive on monthly Retail Reports (AC Nielsen Data, EPOS) viz-a-viz the category and competition to monitor the distribution and market share
- Account/Outlet level actions: Based on EPOS analysis, drive outlet level actions by coordinating with Sales team and support team with POS collateral and execution guidelines

RESPONSIBILITIES

- Conceptualizing & implementing digital shopper marketing campaigns at various shopper touch points - At home , On the go & Instore
- Developing digital activations to increase sales, acquire customers, and drive traffic to store
- Implementing Web & Mobile couponing campaigns to drive brand KPIs in France
- Retailer sell out data analysis using transaction data(EPOS)
- Preparing post activity reports -> campaign performance analysis with KPI's
- Assist Highco's subsidiaries (Spain, Central Europe & Dubai) in launching brand activation campaigns for European Retailers & Brands.
- Analyze International business cases and propose activation solutions
- Project management with key stake holders to assist subsidiaries in replicating activation solutions & campaigns done in France

RESPONSIBILITIES

- Analyze Sales/Marketing metrics and present recommendations to guide Sales/Marketing strategy and programs to support high volume inbound and outbound marketing and inside sales processes
- Executed Email Marketing Campaigns targeting retail professionals using Salesforce.com.

RESPONSIBILITIES

- Worked in a B2B environment-Telemarketing & Email Marketing campaigns
- Executed campaigns targeting retail professionals in USA