

# AGNISH GHATAK

## Marketing Manager

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📍 Luxembourg



## EXPERIENCE

### Senior Manager, Marketing

#### Muthoot Pappachan Group

📅 07/2019 - 09/2020 📍 Trivandrum, India

🌐 <https://muthoot.com/aboutus/groupprofile>

Muthoot is India's leading player in Financial Services with 133+ years legacy.

- Drove 6 integrated brand campaigns over traditional and digital media across 8 markets; ensured adherence to brand guidelines and coherent customer experience across touchpoints.
- Worked within budget parameters to develop and implement marketing strategies by analyzing key data and consumer insights and increase revenue by 17% over FY19-20.

### Marketing Manager

#### Muthoot FinCorp

📅 06/2018 - 06/2019 📍 Kolkata, India

🌐 <https://www.muthootfincorp.com/>

Flagship company of Muthoot Group with 3600+ branches and serving 100k customers everyday.

- Impacted 21% increase in BTL activities and 28% growth in Customer acquisition, developed key dashboards to measure utilization of POS marketing materials and BTL budgets
- Drove 26% YoY revenue growth through design and execution of TTL & BTL Campaigns customized for brand awareness, lead generation, and TG engagement

### Business Manager

#### Valvoline Cummins

📅 01/2017 - 05/2017 📍 Kolkata, India

🌐 <https://www.valvoline.com/en-india>

Valvoline Cummins Private Limited is India's fastest-growing lubricant companies with more than 450 distributors, 50,000 resellers and 2,000 direct customers.

- Accelerated sales growth from -11% to 8% in 5 months by Primary & Secondary Sales and inventory optimisation
- Spearheaded revenue from new business by 19% new business by 19% by segmented pricing strategies to boost sales, competition tracking, organizing customer meets and training programs

### Senior Engineer

#### Larsen & Toubro (L&T)

📅 06/2012 - 12/2016 📍 Kolkata, India

🌐 <https://www.larsentoubro.com/>

With \$21B in revenue, L&T is one of the largest Engineering, Technology & Construction conglomerates in South East Asia.

- Drove segment revenue growth to 200% YoY in a bearish market, established 3 low volume segments, converted bids worth € 49,4M through feasibility analysis, cost & price optimisation, and pre-bid negotiations.
- Enabled participation in 7 trans-national EPC projects across North America and Asia worth € 21,2M through strategic tie-ups with technology leaders; negotiated for export orders worth € 595M.

## EDUCATION

### MBA

#### XLRI Jamshedpur

📅 05/2017 - 06/2018

GPA

6.49 / 8.00

- Oldest and a premier B school in India, XLRI consistently ranks among

**Top 5**

- Major : Marketing

### Bachelor of Technology

#### Veer Surendra Sai University of Technology, Burla

📅 06/2008 - 05/2012

GPA

8.02 / 10.0

- Major : Manufacturing Engineering

## SKILLS

Communication Strategy

Marketing Analytics

Brand Marketing

Campaign Management

Marketing Automation

Program Management

## STRENGTHS



### Problem Solver

I have strategized sustainable solutions through effective collaborations



### Stakeholder Management

I have developed strong relationships with stakeholders through excellent communication and achieved goals.



### Curious Learner

Eager to expand my knowledge and learn new things every day. I try to figure out things, ask questions and process information in a way that helps me make good decisions.

## PROJECTS

### WhatsApp for Business

📅 05/2020

Led launch of WhatsApp as additional customer touchpoint during Covid-19 pandemic within a month through effective collaboration with internal teams and external agencies.

- Customer interactions exceeded expectations by 52% and load on existing contact centres reduced by 30%.

### Hyperlocation

📅 12/2019

Integrated mapping of 200+ retail locations with Google Maps and Google My Business listings to ease customer effort and improve discovery

- Led creation and maintenance of brand assets on the channel
- Charted revenue growth of 1.5x in 6 months during pilot phase

## VOLUNTEERING

### Street Team Member

#### Serve the City

📅 11/2020 - Ongoing 📍 Luxembourg City

Serve the City is a movement of volunteers around the world to help local communities in need.

### Coordinator

#### Daan Utsav

📅 11/2017 - 12/2017 📍 Jamshedpur, India

Daan Utsav is a "festival of philanthropy" that celebrates giving money or resources involving individuals and corporates.

- Organised Winter Clothes and Book collection drives; spearheaded fundraising efforts to effect 19% growth YoY.

### Lead Volunteer

#### Child Rights and You

📅 01/2015 - 06/2017 📍 Kolkata, India

Child Rights and You is a not for profit working towards the upliftment of underprivileged children in India

- Led 50+ volunteers for upliftment of children in Kolkata Slums.
- Executed health intervention campaign to benefit 350+ children with regular monitoring.

## LANGUAGES

### English

Native



### French

Intermediate



### Hindi

Native



## CERTIFICATION

### Advanced Google Analytics

Google, 04/2020

### Inbound Marketing

Hubspot, 03/2020

### Lean Six Sigma

KPMG, 09/2017

### Tableau Consumer

Tableau, 04/2020