

# Ashish Kumar

## Senior Manager - (Product Marketing)

### Career Objective

Motivated and results-driven professional with 9.7 years of extensive experience spanning Product Marketing, Business Analysis, Marketing & Sales, Digital Launch, Project Management, Branding, and Business Strategy Consultant. Demonstrated ability in driving revenue growth, leading teams, and executing successful brand/product improvement initiatives. Seeking to leverage my skills and expertise to drive innovation and contribute to achieving organizational goals.

### Contact Details



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Flat No 505 Block -D, Jaya Garden  
Apartment, Saristabad, Gardanibagh, Patna -1

### Professional Qualification

**Qualifications:** Masters of Business Administration (MBA/PGDM)- (HR/Marketing)

**Year of passing:** 2014

**University:** Pratap University, Jaipur (MPGI Group)

**Score:** 8.2 CGPA

**Qualifications:** Bachelors in Business Management (B.B.M)

**Institution:** College of Commerce, Patna

**Year of passing:** 2012

**University:** Magadh University, Bodh Gaya

**Percentage:** 70%

### Educational Qualification

**Standard:** 12<sup>th</sup>

**Board:** B.S.E.B

**Percentage:** 64 %

**Standard:** 10<sup>th</sup>

**Board:** CBSE

**Percentage:** 60%

### Professional Experience

Having overall experience of about 9.7 yrs with 2.3 years in Sales & Marketing, 7.5 Yrs experience in Marketing & Sales / Product Marketing /Project Management / Business Analysis, Product launch, Digital transformation/ Brand Marketing.

**Organization:** DB Corp Ltd, Bihar (Dainik Bhaskar Group)

**Profile:** Senior Manager (Product Marketing) - (From Dec 2021 )

**Project Skills:** Product Marketing, Business, Sales & Marketing Planning.

**Roles & Responsibilities:** Product Vision, Strategy, Growth, Marketing, and Planning Execution

#### Marketing and Operations Strategy

- Developed and implemented product vision, goals, and roadmaps across multiple platforms, aligning with business and market objectives.
- Translated product vision into actionable marketing strategies and operational plans, including detailed feature lists, product requirements, user journeys, and process flows.

#### Data-Driven Decision Making

- Leveraged analytics and user interactions to derive insights for product improvements and Iterations.
- Managed product feedback through surveys, client meet-ups, behavioral studies, and analytics, using social media sentiment and AI-driven insights to stay aligned with market trends.

#### Customer-Centric Approach

- Acted as the customer-expert, fully understanding customer pain points and identifying opportunities for improvement.
- Developed solutions to solve customer problems, enhancing overall customer experience.

#### Marketing and Operations Strategy for Business Growth

- Expanded business by enhancing both digital and offline engagement, driving revenue growth, and optimizing customer experience while streamlining operational workflows.
- Established and monitored key business metrics and success indicators to measure the effectiveness of marketing campaigns and operational strategies, ensuring alignment with overall business objectives.

#### Innovation and Testing

- Conducted thorough evaluations of new technologies, driving innovation and improvements.
- Led testing and learning initiatives, making analytical recommendations based on results to continuously refine and enhance product offerings.

#### Product Growth / Marketing and Planning execution

- Collaborating with the Sales Team to gather insights on customer preferences and trends.
- Utilizing market segmentation techniques to tailor products and marketing strategies to specific target audiences.
- Conducting competitor analysis to identify gaps in the market and opportunities for differentiation.
- Developing partnerships with relevant stakeholders such as vendors, distributors, and influencers to enhance brand presence.
- Monitoring industry trends and regulatory changes to adapt strategies accordingly.
- Implementing customer satisfaction surveys to gauge brand perception and Identify areas for improvement.
- Spearheading loyalty programs or incentives to retain existing customers and attract new ones.



### Awards

- **Certificate of Excellence** in Dainik Bhaskar.
- Appreciated for **Product/Brand Launch** Execution.
- **Certificate of Excellence** in Dainik Bhaskar for Google Transformation.
- **Certificate of excellence** for excellent contribution during the internship.

### Project Work

- Led Product Re-Launch at Dainik Bhaskar.
- Initiated Sales Growth strategies for Newspaper Circulation.
- Implemented Cost Optimization and User Engagement activities.
- Spearheaded Digital Launch at Dainik Bhaskar, Patna.
- Conducted Market Analysis on Print and Digital Perception.
- Managed Readership Engagement project.
- Unified Digital initiatives across platforms.
- Directed Brand Presence project.

### Certification/Skills

- **Google Analytics** and **Digital Marketing** certified by Google.
- Certified Project Management Professional (**PMP**).
- Certified in Artificial **Intelligence (AI)** and **ChatGPT** for Beginners.
- Certified in **Affiliate Marketing**.
- **Agile Scrum Master** certified by Simplilearn.
- Proficient in **Word Press** and **Power BI**, certified by Simplilearn.
- Skilled in using **Microsoft tools** for data analysis and visualization.
- Strong critical thinking and analytical abilities.
- Flexible problem solver with a strategic mindset.
- Effective time management and communication skills.
- Demonstrated leadership and initiative-taking abilities.

### Extra-Curricular Activities

- Coordinated and smoothly managed the cultural fest "**Sifalri**" at Pratap University, ensuring its successful execution
- Brand promotion activity in cafe coffee day

### Personal Details

**Date of Birth:** 19<sup>th</sup> Sept. 1991

**Father Name:** Mr. Saroj Kumar Singh

**Gender:** Male

**Marital Status:** Married

**Language Known:** English, Hindi

**Nationality:** Indian

**Hobbies:** Listening Music, Playing cricket, Gaming, Travelling

**Organization:** DB Corp Ltd, Bihar (Dainik Bhaskar Group)

**Profile:** Manager (Product) - (April 2018 to Dec 2021).

#### Roles & Responsibilities:

##### **Cross-Functional Collaboration**

- Successfully drove large-scale products to success by collaborating cross-functionally with product, design, technology, editorial, and marketing teams.
- Partnered with developers to validate technical design against product requirements and ensure seamless product development.

##### **Product Lifecycle Management**

- Demonstrated product ownership and project management throughout the product lifecycle, from initial concept, scope, design, development, to final delivery and post-launch follow-up.
- Evaluated new technologies and articulated customer insights to make clear, analytical recommendations.

**Organization:** DB Corp Ltd, Bihar (Dainik Bhaskar Group)

**Profile:** Deputy Manager (Product) - (Sep 2016 to April 2018)

#### Roles & Responsibilities:

**A. Project Objective:** To establish Dainik Bhaskar as the largest and most admired media brand by expanding reach and reader base, with a focus on launching in Bihar and transitioning to a main book with pullout model for regional areas.

##### **Market Research:**

- Utilize tools such as Google Analytics to gather insights on reader demographics and preferences.
- Conduct competitor analysis using MS tools like PowerPoint for detailed presentations.
- Study existing distribution systems and gather data for analysis using Power BI if necessary.
- Gather feedback from advertising agencies and compile insights into reports.

##### **Brand Management:**

- Execute pre-launch and post-launch branding activities through above-the-line (ATL) and below-the-line (BTL) initiatives.
- leveraging tools like Power BI for campaign performance tracking.

##### **B. Value Addition - Research Impact:**

- Management decisions influenced by research:
- Utilization of research insights to determine newspaper pagination and layout.
- Development of vendor schemes based on data analysis.
- Finalization of rate card for advertising agencies, supported by data-driven presentations.
- Initial print run for regional areas determined through data analysis & Establishment of brand identity through effective ATL/BTL activities, with performance tracked using Power BI for continuous improvement.

**Organization:** Trend Setter's Books Ltd.

**Profile:** Area Manager - (Oct 2015 to Aug 2016)

- Spearheaded sales and marketing initiatives to secure business from 250 schools in Rajasthan with team.
- Marketed subject books across CBSE, ICSE, and government schools, fostering strong relationships with key stakeholders.
- Established repeat business through effective relationship-building with fathers, principals, HODs & teachers.

**Organization:** Trend Setter's Books Ltd.

**Profile:** Territory Manager - (July 2014 to Sept. 2015)

- Generated business from 120 schools in Jaipur, Rajasthan.
- Marketed subject books for primary to higher secondary classes in CBSE, ICSE, and government schools.
- Established strong relationships with key school members, securing repeat business.

### Declaration

I solemnly declare that the statement made by me in this resume is correct to the best of my knowledge.

**Ashish Kumar**