

Kuldeep Mohan Bawne

Location: Pune

DOB: 30th July 1989

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Profile Summary

Strategic Leadership: Seasoned professional with over 10 years of experience leading strategic marketing initiatives that drive brand growth, market penetration, and revenue expansion.

Integrated Campaign Management: Proven track record in planning and executing comprehensive marketing campaigns across digital, print, and social media platforms, consistently achieving measurable results.

Team Management & Development: Skilled in leading cross-functional teams, fostering collaboration, and mentoring talent to deliver high-performance outcomes aligned with organizational goals.

ROI-focused Approach: Expertise in managing budgets, optimizing marketing spend, and maximizing ROI through data-driven insights and performance metrics.

Work Experience

May'2023 – Till Date – Chandukaka Saraf & Sons Pvt Ltd

Advertising & Marketing Head

- Lead the strategic planning and execution of multi-channel advertising campaigns, including TVC ads, digital media, print and outdoor media, resulting in an increase in brand visibility and customer engagement following the new logo launch.
- Developed comprehensive campaign strategies aligned with brand objectives, resulting in an increase in brand visibility and recognition
- Directed and supervised photoshoots, ensuring adherence to brand guidelines and creative excellence
- Collaborated closely with creative agencies to conceptualize and deliver compelling visual content that resonated with target audiences
- Cultivated and maintained strong relationships with media agencies and vendors, negotiating favourable contracts and ensuring optimal placement of advertisements within budget constraints
- Managed partnerships with creative agencies to brainstorm innovative ideas and concepts
- Oversaw advertising budget, allocating resources efficiently to maximize campaign effectiveness and minimize costs
- Led a cross-functional team of 7 direct professionals and 30 indirect professionals, providing mentorship, guidance, and fostering a collaborative work environment
- Established performance goals, conducted regular performance reviews, and implemented training programs that enhanced team productivity and morale
- Managed vendor relationships and negotiated contracts for production services, ensuring timely delivery and cost-effective solutions
- Implemented vendor performance metrics and quality standards, resulting in improved production timelines and cost savings annually
- Utilized data-driven insights and analytics to measure campaign performance and ROI, optimizing strategies for continuous improvement
- Stayed current with industry trends, competitive landscape, and regulatory changes affecting marketing strategies.
- Presented marketing strategies and results to board members.
- Managed the Annual Operating Plan (AOP) budgeting and planning process, allocating resources effectively to achieve marketing objectives and maximize ROI.

- Responsible for planning & managing ATL and BTL Activations, Trade shows, Event Tie-up with RWA, Mall, Corporate, Preschools in Nearby vicinity of branch
- Giving attention to details like Ideation, Budgeting, Logistics, Vendor Negotiation and Inventory
- Managing a team to executive and meet the deliverables by providing leadership, motivation, direction and support to the team
- Identifying new market opportunities and implementing strategies for more customer acquisition
- Monitoring and improving the quality of the leads by doing market research and by identifying consumer requirements as per the market trends
- Driving Footfall towards school by planning and executing in house events
- Working on Vendor onboarding and vendor negotiation for executing the events
- Preparing weekly analysis report on lead quality to forecast better leads for coming week
- Planning and Executing Branch Launch events on larger scale
- Managing CPL on weekly basis for planned events (Cost Per Lead) and analysing ROI for the events to be conducted
- Planning weekly budgets and getting approved by the Management
- Managing incentive for managers on the basis of their team size and their targets achievement
- Creating strategy for planned events/activations to achieve maximum no of footfalls in the events
- Working closely with the internal designing team for developing new artworks and branding material

- Accountable for growth of North, West & South region by applying working knowledge of marketing strategies
- Planning and executing events at corporate, trade shows, exhibitions and RWA's to generate leads and boost sales
- Ensuring smooth flow of marketing activity through planning & budget management
- Develop, plan, & execute ATL and BTL marketing campaigns to generate leads from targeted audience to achieve maximum footfall at store
- Evaluation of ROI of marketing campaigns
- Develop & improve end to end vendor lifecycle management processes. Negotiating with the new vendors & ensuring the onboarding
- Providing market forecasts & reports by directing market research collection, analysis, & interpretation of data
- Prepare annual marketing budget, scheduling expenditures, & analysing variances
- Developing new design & marketing plans for private label products
- Preparing monthly/quarterly/annual detailed analytical report for Sr. management
- Collaborate with creative teams, internal & external stakeholders, and agencies
- Day to day co-ordination with store colleague to identify & track revenue
- Running & handling the budget for digital campaigns using Google & Facebook ads

- Responsible for executing ATL and BTL Activations at Mall, Corporates and Exhibition for lead generation
- Monitoring onlead leads on online lead generation platform
- Maintaining the quality of the leads by doing market research
- Generating Footfall towards site by planning and executing events
- Handling Vendor onboarding and vendor negotiation for executing the events
- Training and sharing product knowledge with the promoters for better collection of leads
- Working closely with the internal designing team for developing new artworks and branding material
- Develop new business by direct contact with existing customers, prospects & active referral sources
- Working with the Marketing Manager to develop a weekly activity

Certification

Advance Digital Marketing Program from PIIDM, Pune in Dec 2021

Education

MBA (Marketing) from DY Patil Institute of Management Studies, Akurdi, Pune in 2014

B-Com from Pune university, Nashik in 2012

I hereby declare all the information provided above is true & further documentation will be provided upon request.

Place: Pune

Kuldeep Mohan Bawne

Date: