

Abhishrey Neereshwalya

Deputy Marketing Manager

Dynamic and results-driven Marketing Manager with 9 years of experience in developing and executing strategic marketing initiatives to drive brand awareness, increase market share, and achieve revenue targets. Proficient in leading cross-functional teams and leveraging data-driven insights to optimize marketing campaigns, to drive growth and innovation.



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WORK EXPERIENCE

Citizen industries Pvt Ltd - Daikin Group Deputy Manager - Marketing

03/2023 - Present

Key Roles & Responsibilities

- Developing and executing comprehensive marketing strategies to drive brand awareness and customer acquisition, resulting in increased market share and revenue growth.
- Facilitated budget allocation for below-the-line (BTL) activities across different regions globally and tracked their implementation.
- Managing digital marketing efforts, including SEO, SEM, email marketing, and social media campaigns, as well as website optimization, to enhance online visibility and engagement with target audiences.
- Identifying, planning, and executing trade events, seminars, and conferences nationwide.
- Analyzing each event and reporting findings to the management.
- Organizing Dealers/Consultants/Contractors/End Users meetings across Pan India. Identified marketing channels for product promotion.
- Supervised and managed vendors/agencies, oversaw day-to-day operations, and ensured complete marketing updates in terms of reports and vendor bill payments.
- Conducting ongoing market research and competitive analysis to identify emerging trends and opportunities for growth, ensuring the company remains ahead of the competition.
- Collaborating with cross-functional teams to align marketing activities with sales objectives and overall business goals, fostering a cohesive approach to achieving company objectives.
- Monitoring and analyzing key performance indicators (KPIs) to measure campaign effectiveness and optimize marketing efforts, continuously improving ROI and driving sustainable business growth.

IRM Offshore and Marine Engineers Pvt Ltd Deputy Manager - Marketing & Business Development

03/2017 - 03/2023

Key Roles & Responsibilities

- Administered the marketing function for IRM Offshore and Marine Engineers Pvt Ltd, coordinating with local and international agencies, sales teams, and distributors for the deployment of merchandising materials, ensuring dominant visibility at dealer points.
- Participated in planning for the launch and other marketing activities for the Brand IRM.
- Planned and implemented core marketing strategies to promote products and services along with the brand IRM.
- Identified, planned, and executed participation in trade events and conferences worldwide.
- Planned and developed marketing collaterals for the company during campaigns.



SKILLS

Brand Building

Campaign Management

Marketing Communication

Public Relations

Leadership

Decision Making

Client Onboarding

Risk Assessment & Screening

New Product Launch

Adaptability



EDUCATION

IIM Visakhapatnam Post Graduation Program

08/2023 - Present

Courses

- Digital Marketing & Growth

Leeds Metropolitan University MS

2011 - 2012

Courses

- Innovation and Productivity

Srinivas College Of Management PGDM

2012 - 2014

Courses

- Marketing

Srinivas School Of Management Bachelors

2007 - 2011

Courses

- Computer Applications



WORK EXPERIENCE

Genius clearing and forwarding Marketing Associate

06/2015 - 09/2016

Key Roles & Responsibilities

- Implemented marketing strategies and policies at Genius Clearing and Forwarding.
- Managed online/offline marketing campaigns, collaborating with third-party marketing agencies.
- Executed day-to-day tasks, including newsletters, press releases, and public relations.
- Oversaw Magazine and newspaper ad placements as part of the offline media plan.
- Monitored and evaluated the sales team's performance, providing guidance for target achievement.
- Developed and implemented business plans and strategies to enhance sales.
- Executed marketing strategies and policies for the company's overall growth.
- Handled the implementation of online and offline marketing campaigns.



PREVIOUS EXPERIENCE

Leeds Metropolitan University
(2011 - 2012)

- Dissertation



COURSES

Lean Six sigma (06/2018)

VarSigma



LANGUAGES

English

Full Professional Proficiency

Hindi

Full Professional Proficiency

Kannada

Full Professional Proficiency