

MANISH KUMAR THAKUR

DEPUTY MANAGER – BRAND BUILDING

+91 9310158422 | maanishkthakur@gmail.com | Vadodara | 15th June 1991 | Married | Hindi & English

PROFESSIONAL SUMMARY

Innovative marketing and branding strategist with over a decade of experience in transforming brand narratives into powerful market stories. Known for my ability to blend creativity with data-driven insights, I develop innovative campaigns that not only captivate audiences but also drive measurable results. My strong interpersonal skills enable me to foster collaboration across all organizational levels, ensuring alignment and maximizing impact. Eager to leverage my expertise in a visionary team that values creativity and strategic thinking, I am committed to shaping the future of brands in an ever-changing marketplace.

SKILL SET

Brand Strategy Development / Marketing & Communication Planning / Brand Marketing / Trade Marketing / BTL-ATL Activities / Market Research / Sales Promotion / Digital Marketing / PR Strategies / CSR Activities / Budget Management / Vendor Management/ Marketing Collaterals Development / POSM Development / Creative Development / Packaging / Meet and Greet / Events / Exhibitions / Conferences Organizing & Prioritization of task /Analytic Thinking / Problem Solving / Good in Coordination / Team Leadership / Adaptability

PROFESSIONAL EXPERIENCE

DEPUTY MANAGER – BRAND BUILDING

10th April 2023 to Present

Panasonic Energy India Company Limited (Vadodara)

- Developed and execute the new brand concept where product is commodities and lack the difference in consumer perspective.
- To ensure the brand's communications and identity sanctity across the channel be it BTL or ATL to make it unique and impactful.
- Conduct in-depth Qualitative and Quantitative research with 50 IDIS and 1,000 plus respondents to identify the opportunities, threats and consumer insights and use that data to develop the brand's short and long terms strategies.
- Track the market trends, competitors 's activities & consumer's preferences and accordingly develop the brand, product, price, and promotional positioning.
- Plan and develop Ecom and MT marketing and sales promotion activities in coordination with the salesperson to maintain the OP while keeping the Mid Term topline business objective.
- Successfully led and contributed in implementation and rollout of Sales Force Automation (SFA) for the field force to improve productivity and tracking the sales KPI like Call per day, Productive Call, LPB, Premium Ratio, AAA And Alkaline Contribution etc.
- Completed the marketing collateral and POSM development and deployment to increase the brand visibility at more 1,23,000 GT counters out of five lakhs plus counters.
- Comprehensively developed the Digital Marketing Strategies encompassing social media, content marketing and performance marketing that aligned with brand strategies.
- Keep track of Brand Health and Increased the Brand Awareness Unaided by 11% (from 20 /400 to 64/400), Aided by 8% (from 96/400 to 129/400) and brand association with Leo (Mascot), Battery Ka King, Alkaline Category by more than 10%.
- Develop and implemented the PR strategies with the help of Panasonic India Team and agency and able to generate 118 M INR AVE (Advertising Vale Equivalency) in Q1, FY24 through result announcement, leadership interview coverage by 11+ publications.
- Editorial team member of Panasonic Times an internal quarterly magazine for Panasonic Group of companies for internal communication.
- Under the umbrella of Panasonic Eco Relay initiative, we planned and executed the CSR activities related to tree plantation project in Daulatpur, Delhi with the help of NGO (Heartfulness) to achieve the objectives of reducing 300 million CO2 emission by 2050.
- Manage more than 10 Cr brand building budget, ensuring effective allocation of resources to achieve the ROI.
- Collaborate with cross functional teams, including Panasonic Corporation Japan HO Team, Panasonic Life Solution Team (Gurgaon), sales, D&Q, product, finance, and external advertising agencies to ensure brand strategies executed seamlessly.

MANAGER – MARKETING & COMMUNICATION**18th July 2022 to 8th April 2023****Ledure Lightings Limited** (Noida)

- Work closely with the top management to create marketing and communications strategies for the brand.
- Lead all the marketing activities including day to day management of mainline creative agency, digital agencies, and in-house designer to complete the marketing related work flawlessly on time while keeping the spend as per the plan.
- Develop packaging and marketing collateral that communicate the product and brand USP for unique brand proposition.
- Support the sales team in organizing dealer, electrician meet and R&R event to create a goodwill among the channel partners and industry people and help in sale out through brand visibility at retail counters through the POP items and retail branding.

**ASSISTANT MANAGER –
MARKETING & COMMUNICATION****17th June 2019 to 15th July 2022****C&S Electric Limited** (Noida)

- Function as primary liaison for the sales team for their marketing and promotional requirements in their territory.
- Planning, budgeting, developing, procuring, and dispatching the POPs and other marketing collaterals to the distributors and retailers for the better brand visibility.
- Coordinating with internal team and creative agency for packaging and creative development keeping uniform brand identity.
- Vendor and budget management related to marketing spend, activities and promotional materials stock.
- Planning and managing all events like product launch, dealer/distributor's meet and BTL activities in coordination stakeholders.

**ASSISTANT MANAGER –
MARKETING & COMMUNICATION****20th November 2017 to 14th June 2019****Godrej & Boyce Mfg. Co. Ltd.** (Delhi)

- Providing the support to the sales and retail team through different marketing initiatives for the North Zone in achieving the target.
- Planning, budgeting, and executing the store specific BTLs like Diwali Mela etc to boost the walk-in's customer and sale out.
- Measuring and analysing the productivity of marketing activities and reporting the same to the manager for further action plan.
- Developing store specific marketing collaterals like leaflets, danglers, tent cards, standee, canopy, banners and GSB, signage etc.
- Executing in-store activities to so walk-in's customer gets a delightful brand experience to get better ATV and conversion ratio.
- Aggressively doing BTLs almost forty plus BTL days in a month to help in sales out plan to achieve the business plan of the store.

EXECUTIVE – MARKETING**7th November 2015 to 17th November 2017****The Wave Group** (Noida)

- Planning, executing, and evaluating all the marketing and branding activities as per the monthly sales meeting.
- Supervise overall execution of the event/ branding at the venue to make sure it is as per the plan and follow the brand guidelines.
- Maintaining the records of all marketing expenditure including quotation, vendor details etc for manager reporting purposes.
- Assisting my manager in major events like BT Mind Rush, HT Leadership Summit, India Today Conclave, DWR in HIL et.

MANAGER – EVENT**18th July 2013 to 12th July 2015****Moksh Promotions Ltd.** (Delhi)

- Successfully run the sales promotions campaign in Delhi NCR, Punjab, and Madhya Pradesh for IOCL
- Coordinating with the barter company for the timely delivery of the promotional gifts for IOCL campaign
- Planned & organize a variety of BTL activities and exhibition for a few companies Pan India including TOYOTA in SRCC Fest.

HIGHEST EDUCATION**MBA-MARKETING- Tilkamanjhi Bhagalpur University (T.N.B Collage, Bhagalpur) - Year - 2013****REFERENCE – On Request**