



Dipanjan Sarkar

Contact

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Social Handle

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Core Qualifications

- Digital Marketing
- BTL
- ATL
- Brand Communication
- Brand Alliance
- Agency Handling
- Marketing Campaign

Education

MICA
Ahmedabad, GJ
PGC: Digital Marketing &
Communication
2020

EILM
Kolkata, WB
MBA: Marketing
2012

Professional Summary

Marketing professional with 11.4 yrs of exposure across industries in Indian MNC's. An aspiring digital marketer certified in Inbound & E-mail marketing from HubSpot, Google search & display ads.

Experience

Deputy Manager Brand

trustea Sustainable Tea Foundation | May 2023 - Current

- Handling brand & internal communication, media associations, website, monthly social media calendar.
- Ideate & develop consumer ads, brand film and tutorial videos for greater brand awareness & engagement.
- Regulate logo usage brand guidelines in B2B wholesale & retail consumer packs.
- Plan & manage industry webinar on key topics for relevant stakeholders.
- Execute paid digital consumer campaigns for increased reach & impressions.

Assistant Manager Brand

GTPL KCBPL | Feb 2021 - May 2023

- Handled end to end marketing campaigns & brand communications across all product verticals for Bengal & Odisha.
- Enforced digital transformation through extensive agency handling aided by social media driven consumer brand campaigns & paid initiatives.
- Ensured POSM visibility, merchandising, cost effective promotions at partner points.
- Brand association with broadcast partners to leverage visibility & generate revenue.

Regional Activation Executive

VIP Industries Ltd | May 2019 - Jul 2020

- Custodian of Regional Activation calendar including BTL, ATL, retail outlet launches, OOH.

Dayananda Sagar Institute
Bengaluru, KA
BBM: Management
2010

Languages

English: C2



Proficient

Hindi: C2



Proficient

Bengali: C2



Proficient

- Spearheaded association brand promotion in East & ensured overall 4x visibility through experiential consumer experiences including mall display, RWA activations, activity zones at premier college fest, Sunburn.
- Loyalty Program enrolments & repeat business increased by 25% MOM through zonal brand alliances.

Assistant Manager Trade Marketing

Bajaj Electricals Ltd | Jul 2018 - May 2019

- Engaged stakeholders through product exhibitions, road shows, van campaign, distributor meet, extensive ground visibility during regional festivities.
- Managed Retailer Loyalty Program & ensured 20% MOM growth for new enrolments.

Circle Lead Marketing

Dish TV India Ltd | Feb 2017 - Jun 2018

- Ideation, budgeting & execution of BTL & ATL campaigns.
- Supported regional sales through activations to increase new acquisitions & secondary connections including product demo/business partner meets, rural fair activations, outdoor van campaigns, product exhibitions, in-shop branding.

Assistant Manager Marketing

Global Kitchens | Jul 2015 - Aug 2016

- Handled complete marketing functions including BTL, PR, social media engagement, Influencer meets, delivery aggregators & brand visibility.
- Organised outlet centric weekday event properties to drive consumer footfall & repeat business.

Brand & Events Executive

ABP Group | Aug 2012 - Jul 2015

- Conceptualized activation properties for The Telegraph adhering to brand guidelines & converted them into monetization proposition using 360 degree media approach.
- Ownership of IP, big ticket events & preparing sales pitch deck for sponsorship.
- Responsible for associate brand promotion in East to ensure maximum recall.
- Ensured cost & profitability balance for individual activation property by creating viable budgets wherein revenue contribution is 30% & above.