

AKSHAY MURTARKAR



Contact

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Profile

Marketing professional with experience in offline and online strategic management. Combination of technical and managerial acumen with well-developed interpersonal skills and ability to forge strong relationships with stakeholders. Proficiency in branding, advertising, promotions and online marketing for B2B and B2C network campaigns. Successful track record for expanding business through various channels.

Core competencies

- Project management
- ATL/BTL activations
- Effective MarComm management
- POP/POSM management
- Increasing brand visibility
- Merchandising
- Indoor and outdoor branding
- Marketing budget planning and execution
- Ability to work effectively within fast paced, diverse cross functional teams
- Initiating and presenting ideas and strategies
- Promotional activations
- Report generation,metrics and analytics
- Vendor Management
- Good problem solver & Team Leader
- Creative & Service-Focused
- Strong networking and persuasion skills
- Efficient in manpower management and optimal asset utilization

Positions of Responsibility

- **Trade Marketing Manager - Sony India Pvt. Ltd.**
- **Senior Executive - Marketing - IFB Industries Ltd.**
- **Trade Marketing Executive - Rest of Maharashtra and Goa region - Waghbakri Tea Group**
- **Trade Marketing Officer for Maharashtra region at Weikfield Foods.**
- **Co-Founder & Marketing Manager at Glitter Spice Events and Entertainment.**
- **Marketing manager at 9X Media (Freelancing Project)**
- **Campaign Manager for IBM TGMC- The Great Mind Challenge project.**

Languages Known

- English
- French
- Hindi
- Marathi

Work Experience

Sony India Pvt. Ltd.

Trade Marketing Manager

(July 2021 – Till date)

- Handling **marketing activities (ATL/BTL)** from **planning** to **execution stage**.
- Planning **marketing budgets, monitoring spends, annual budget planning** and **execution**.
- Deployment of **ATL campaigns** through various **mass media platforms (Radio/Newspaper/TV/Billboards)**
- Developing **advertising campaigns** as per **channel wise sales enhancement strategies**.
- Implemented **37+ ACP GSB Façade Boards, 160+ GSBs, 425+ counters in-shop branding**.
- Successfully handled **18 new product launches** in various categories (**TV , Audio , Playstation , Digital Cameras and Headphones**). Launched online and offline campaigns with launch **spends of 6.5 millions**.
- **Single point of contact** for **HO Marketing team** and branch consisting of **13 ASMs** and **17 sales team members**.
- Currently handling a **team of 2 Trade Marketing Officers & 6 Marketing coordinators** for the region.
- Successfully initiated **digital marketing campaigns** through **Google Ads, Facebook** and other platforms with **37% increase** in **online sales growth of branch**.
- Implementing **category wise brand marketing strategies** using strong **competitive analysis** and **forecasted action plan**.
- Preparing **monthly, quarterly BTL budgets and budget utilization reports**.
- Quick implementation of **MarCom communications** through various **social media campaigns**.
- Managing **POP/POSM placements, merchandising and marketing collaterals alignment**.
- Managing **Distributor meets, Channel Partner Meets & Promoters Meets**.
- Handling **vendor management** to establish and maintain relationship with vendors to ensure smooth and **timely accomplishment of projects. Appointment of new vendors and costing negotiations**.
- Maintaining **display and branding trackers** and pushing the team to increase displays to increase **brand visibility**.
- Preparing **SOB – Share of Business Report, Vendor Evaluation Report, Vendor Benchmarking and annual contracting**.
- Conducting **BTL campaigns** like **Corporate Events, Township Activities, Exhibitions and Festive Season campaigns** to increase customer engagement, customer retention and boosting sales.
- Preparing **Plan Vs Actual BTL analysis report. BTL Variance management**.
- Capturing **marketing ROI analysis reports and spends documentation**.
- **VMD implementation check** and conducting **internal store audits**.
- Preparing **marketing provisions** and **aligning timely vendor payments** with **finance team**.

IFB Industries Limited

Senior Executive – Marketing

(Dec 2019 – June 2021)

- Handling **BTL activations** and **Digital Campaigns**.
- Preparing **marketing plan and BTL forecast**.
- **Plan Vs Actual** analysis and **ROI planning**.
- Handling **dealer meets, distributor meets** and **CR-CSR meets**.
- Initiating **Newspaper Advertisements & Radio campaigns**.

- Initializing various **In-shop branding, outdoor branding campaigns** at dealer, sub-dealer and LFR counters.
- Conducting various **BTL campaigns** to enhance sales and creating brand visibility.
- ROI planning & BTL budgeting.
- Handling **collaterals alignment and POP management**.
- Vendor Management and payment TAT tracker
- Vendor selection and vendor internal audit.
- Maintaining proper product **display planogram & ranging matrix**.
- **Handling ROM region with 10 ASM and 35 sales team members**.
- Effectively **handling a team of 8 Marketing associates, 168 promoters (77 LFR and 91 GT), 437 CR (Counter Representatives)**

Gujarat Tea Processors and Packers Ltd (Waghbakri Tea Group)

Executive – Trade Marketing

(Nov 2017 – Feb 2019)

- Executed **4500+ man-days of wet sampling activity** across ROM and Goa
- Total **1200+ outlets** covered for **activations** across **ROM and Goa**
- Extensively covered branding for interior towns across region with co-ordination of sales team.
- **Shop-boards** installed in **5500+ outlets** and **branding for 350+ Tea Stalls**
- Successfully **trained 150+ promoters for GT and MT**.
- Selected and Executed **ATL branding for 30+ Hoardings** and **280+ Bus shelters**.
- Inputs for **CP/TP Schemes** & regional allocations for **POP, POSM** and merchandising particulars.
- Planned and executed **RWA, door to door campaigns, park activations, festive events**.
- **Driven promotions aggressively** and enhanced **sales proportionally**
- Appointed new **vendors** across the region and initiated **training programs**
- Handled regional **BTL activations, Marketing Events, Exhibitions** and **Promotional Events**
- Maintained **monthly sales tracker**, planned and executed **market site visits** for **monitoring market analysis, brand awareness** and **revenue growth**.
- Maintained **Pre-Post data** for understanding the **market ROI** through activations.
- Individually **responsible for handling ROM and Goa** region with **4 ASMs**
- **Competitive analysis** for making **strategies to increase market share**.
- Responsible for **co-ordination** with **sales team** and core **marketing team**.

Weikfield Foods Pvt. Ltd.

Officer - Trade Marketing

(Sept 2016 – July 2017)

- Business Development Officer at Weikfield Foods Pvt. Ltd.
- Responsible for **B2B sales, In-shop Branding** and **Merchandising**.
- Handling **BTL activations** at various **modern trade outlets, general trade outlets, malls, etc.**
- Generate **Leads** of **prospective clients** in **IT, ITES, Financial Services, Colleges** and **Schools**.
- Meeting the right decision makers to present **event / promotion proposal** as per the **product segment** and **clientele**.
- Shortlist clients as per **target segment**, generate leads through **cross referrals** and **networking**
- Execute the **promotional activity/ Event** to drive sales and **demand generation**
- **Managing promotions, exhibitions and branding strategy** to enhance brand visibility and sales.

Glitter Spice Events and Entertainment

Manager - Marketing and Business Development

(June 2014 - Aug 2016)

- Marketing Manager/Co-Founder at GS Events & Entertainment
- Handled more than **30 events** in the span of **two years**
- Successfully co-ordinated services for events, such as accommodation and transportation for participants, facilities, catering, signage, displays, special needs requirements, printing and event security.
- **Consulting with customers** to determine objectives and requirements for events such as **meetings, conferences, and conventions**.
- Promoted brands through **road shows, mall activations, college events** etc. & **encouraged sales** through promotional **ATL & BTL activities**
- Hands on experience with **branding, exhibitions, promotions & online marketing**.

Wizcraft Entertainment (Internship project for IBM)

(Feb 2014 - May 2014)

- TGMC is national level event conducted by IBM which has a reach of more than 3 lakh students.
- Handled marketing and operations activities for TGMC 2014 in Mumbai, Pune & Nasik
- Promoted TGMC in more than 50 colleges in the span of 3 months.
- Single point of contact for college administration & IBM for handling permissions, negotiations, budgeting & ensuring compliance of local laws

Education

Examination	Institution	Board/University	Percentage
PGDEM	National Institute of Event Management	Mumbai University	70%
B.E (Computers)	MET's Institute of Engineering	Pune University	63%
Class XII	RYK College of Science	HSC Board	71%
Class X	Dawn Breakers High School	SSC Board	80%

Digital Marketing Skills

- SEO
- PPC Campaign Management
- CRO
- Copywriting
- Display/Search/Mobile Ads
- DSA/RLSA/Video Ads
- Remarketing
- Email Marketing
- Campaign Automation
- Web development/CMS
- Social Media Marketing
- Metrics and Analytics
- Content Marketing
- Content Writing
- E-Commerce Platforms
- Ad-Servers
- Affiliate Marketing
- Integrated Marketing Communications

Achievements and Awards

- Employee of the month – Oct 2016 – Weikfield Foods Pvt Ltd.
- District Level softball & football player
- Passed elementary & intermediate drawing Exams
- Vocalist and guitarist in the band Unplugged Studio
- Active member of UNICEF foundation since 2017