

NAVEEN KUMAR GUPTA

MARKETING MANAGER

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EXPERIENCES

Marketing Manager
(Marketing, Branding & Promotion)
Feb 2023-Present

DRRK Foods Pvt. Ltd. (Crown Basmati Rice), Gurgaon (India)

- Developing overall brand strategy & lead execution for brand activity calendar across regions.
- To ensure development and implementation of marketing mix elements in line with business/Marketing plans. Communication Strategy (including advertising) Promotional Plan (Consumer Promo, Trade Promo, Merchandising and other visibility initiatives) Media Planning, Packaging, Pricing Decisions, Product Development, New Product Launch etc.
- Managing all digital platforms, D2C platforms (Shop.drrkfoods.com) and E-Commerce channel with digital agency.
- Planned, executed and monitored all promotional ATL & BTL Activities, Product.
- Launches, GTM plan, Events and Exhibitions.
- Retail Management Activities & Retail Audit
- Planning & Executing Branding Activities at Retail Level.

Assistant Marketing Manager
(Trade Marketing & Activation)
March 2019-Jan 2023

Storia Foods & Beverages Pvt. Ltd, Delhi (India)

- Aligning state wise all execution vendor and agency for smooth execution.
- BTL Activations, Trade Marketing & Market Research, Appointment, Training, Coaching & Mentoring of MT/GT Merchandisers/Promoters.
- POSM Development & Execution, Event & Promotion to enhance on ground visibility
- Vendor Management and agency coordination
- Monitoring Digital and E-Commerce Portals for Product Performance.
- Plan & Oversee Trade Scheme for Trade Promotion.
- Formulating & Assisting Marketing Activities and Undertaking Market Research.
- Product Launch Meet, Event & Conferences.

Senior Marketing Executive
(BTL Activation)
Sep 2014-March 2019

Ananda Dairy Ltd, Noida U.P. (India)

- Undertaking BTL Activities and Market Audit in General Trade & Modern Trade
- Vendor Management, Coordinating with Vendors for Branding in General Trade & Modern Trade, Vendor Management
- Coordinating Event Sponsored By Ananda
- Formulating and Assisting Marketing Activities
- Market Research for Competitor Pricing, Packaging, Promotions, QPS, Trade Schemes, Coupons and Gold & Silver Coin Activity.

PROFESSIONAL SUMMARY

Marketing Manager with over 11 years of successful experience in BTL activation and Customer Marketing. Strengths in General Trade & Modern Trade Visibility, Regional Planning & Activation (Events, Activities & POP Material) backed by Google Certification in Fundamentals of Digital Marketing.

COMPETENCIES

- Corporate Branding
- Go-to-Market Strategy
- Merchandising
- BTL Sales
- Critical Thinking
- Problem Solving
- Planning, organizing & leadership skills
- Negotiating skills
- Delegation & teamwork
- Agency management skills
- Advanced computer literacy and spreadsheet skills

STRENGTHS

- Influencing & negotiation
- Problem Solver
- Dedication
- Critical Thinker
- Interpersonal skills

Marketing Executive
(Brand Promotion)
Aug 2012 to Sept 2014

VRS Foods Ltd. (Paras), Delhi (India)

- Handling ATL/BTL activities / planning with calendar, digital & print media executions.
- Keeps up-to-date all involved people (Sales team, the Company Management team) on all marketing projects in place.
- Performs analyses of marketing projects versus previously established objectives.
- Hands on the sales figures and trends and responsible for growing the volume and Market share for responsible brand.
- Ensured the proper management of the Brand Budget to deliver the objectives.
- Handling brandings and sales promotions by canopy activity and H2H (door to door) activity and contact to direct vender regarding newspaper promotion and Radio (F.M.) promotion.

SUMMERPROJECT

GETIT INFOMEDIA

PROJECT : IMPORTANCE OF DIGITAL MEDIA FOR
SMALL AND MEDIUM ENTERPRISES

Dec 2017-Jan
2018

Promotion of Getit Infomedia products to various Small
and medium enterprises and updating them on digital
marketing.
Worked on Data Collection for Re-launch of Ask me.com

ACADEMIC AND INDUSTRIAL PROJECTS

- Completed a project titled “Biography of an Entrepreneur” under the subject High Performance Leadership
- Undertook a Business Assignment under the subject High Performance Leadership

CURRICULAR AND EXTRA-CURRICULAR ACTIVITIES

- Participated in Development Workshop "C2L" on Spoken English(iwork Solutions) Co-ordinator for Public Relation and Sports Department forExploricaEvent.

EDUCATION

MASTER’SDEGREE
2012

MBA
JIWAJI University Gwalior (M.P.)
Marketing & Sales

BACHELOR’S DEGREE
2009

BCA
G.I.C.T.S, College Gwalior (M.P.)
Computer Skills, English, Math’s

COMPUTER SKILLS

MS Word
MSPowerpoint
MS Excel

MS-CIT Certification on July 2009 -
The Fundamentals of Digital
Marketing: Google Digital Garage
Certification

INTERESTS

- Cricket
- Internet Surfing

PERSONAL DETAILS

DOB: 8/01/1989
Gender: Male
Martial Status: Married

LANGUAGES

English
Hindi