



Anuja Bhondwe

About Me

I am a Marketing Professional with more than 12 years of experience in the field of communication management, social media management, digital content creation and stakeholder relationship management.

Get in touch!

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Specializations

- Brand Management
- Communications Management
- Content Creation
- Digital Marketing
- Conceptualisation of events & properties
- Execution of marketing strategies
- Ideating and creating brand strategies
- Developing key relations
- Media relations
- Social Media Management

Languages Spoken

- English
- Hindi
- Marathi

Work Experience

Marketing and Guest Engagement Manager

Malaka Spice Group of Restaurants | October 2017 - Present

- Lead the Marketing and Guest Engagement team to do the below activities
- Oversee and ensure the brand management of the restaurants and other businesses of the group
- Communications Management for the brand such as but not limited to social media management, email marketing, SMS campaigns, digital campaigns, Whatsapp broadcasts, website development, etc
- Working closely with the creative agency to ensure that all communication going out to the public represents the brand values and standards
- Email marketing using platforms such as Wix Email Marketing Platform
- Collaborating with internal teams such as Human Care, Learning and Development for internal communication
- Collaborate with other brands and professionals in the field of F&B to conceptualise events and ensure that all campaigns generate a positive ROI and ensure revenue generation
- Smooth execution of events and marketing them to the right target audience
- Ideating and conceptualising events and properties that represent the brand values of the organisation
- Building relationships with key stakeholders, both internal and external
- Tracking all reviews and feedback received for the brand on various online platforms and responding to them
- Creating marketing plans and strategising
- Creating marketing reports and analysing them
- Develop media relations on behalf of the brand

Marketing Manager

Blue Frog Pune | 2016 - 2017

- Head the marketing for Blue Frog Pune
- Work closely with the team for on-ground activations, sponsorship tie-ups, social media marketing, email marketing and content management
- Work closely with the programming team to develop concepts and out-of-the-box events
- Handle the public and media relations for the brand
- To ensure that the events are marketed to the right target audience. Target audience selection and communication
- Liason with internal and external stakeholders and agencies such as the mall where the club was located

Education

MSC in Communication Management

University of Stirling, Scotland
Year 2011-2012

Bachelors in Mass Media

Sophia College for Women, Mumbai
Year 2006-2009

Awards

- Awarded Difference Maker of the year for 2018-2019 at Malaka Spice
- Awarded the Rising Star of the year 2014 for Public Relations at id8 Media Solutions

Work Experience

Marketing Manager

Atmosfire (A division of Barbeque Nation) | 2015 - 2016

- As a new concept launched by the company, I was responsible for creating brand awareness for the concept
- Working with external parties for brand activations in Pune and Bangalore
- Social media management for the brand
- Creating marketing plans and strategies for the brand
- Creating marketing budgets and quarterly plans

Brand Consultant

id8 Media Solutions | 2012 - 2015

- Brand Management and Consultancy for various hospitality brands in Pune, Bangalore, Goa and Hyderabad. Some clients that I have handled were JW Marriott Pune, Novotel Goa, Novotel Hyderabad, Hyatt Pune, Grand Hyatt Goa, etc
- Executing the planned activities for the client, liaising between the client and the team for smooth functioning of the accounts
- Preparing long term strategy plans for the clients to ensure that they are aggressively and proactively marketed in the overcrowded hospitality space
- Suggesting clients on marketing tie-ups options that will be mutually beneficial for both the parties and initiating the same
- to establish strong media relations in the Pune and with the national media (trade & lifestyle and bloggers)
- Preparing media audit, extensive media list, daily updates, monthly dockets, weekly reports, monthly PR Plans, monthly reviews

Mercedes Benz India

Corporate Communications | January 2011 - September 2011

- To assist the team in creating communication strategies
- To co-ordinate with the Public Relations Agency regarding communication and evaluation reports, press releases and press launches
- To assist the team in creative long term strategic plans for the brand
- To handle the media and educational visits to the plant and the facility

Perfect Relations (Public Relations Agency)

Image Executive | 2009-2010

- Managing the Corporate Image of the clients : by building stakeholder (media, consumers) relationships, arranging press conferences, drafting press releases, media invites, company backgrounders, spokespersons' profile, and media briefing documents maintaining updated media lists
- Keeping the clients updated: On news in the industry, media evaluation reports and presentations
- To assist clients in planning and organizing events
- Pitching story opportunities, media interactions, and spokesperson profiling
- Generating Pan India coverage in Mainlines/Financial Dailies/Business Magazines/Trade Magazines/Electronic/& Regionals
- Preparing media audit, extensive media list, daily updates, monthly dockets, weekly reports, monthly PR Plans, monthly reviews