

SHUBHENDRA SHUKLA

MANAGER- MARKETING & COMMUNICATIONS

ADDRESS NOIDA, UTTAR PRADESH, 201301

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Innovative and goal-oriented Marcom professional committed to brand development and media management. Dedicated team player, skilled at marketing, ATL, BTL, OOH activations and events.

Work History

2023-10 – Till Date

Project Manager

Tattva Creations Pvt Ltd, Delhi

- Managing 3 key accounts of Sports Authority of India (SAI).
- Responsible for designing campaigns for all 3 key accounts.
- Responsible for execution of all Social Media Marketing, ATL/BTL activities.
- Responsible for major events by MYAS.
- Responsible for creation of AVs & jingles for events.
- Responsible for day to day social media operations.
- Managing team for execution of daily operations.

2021-02 – 2023-10

Manager- Marketing

Digital Technologies, Noida, Uttar Pradesh

- Annual Marketing Budget planning & implementation.
- Lead the in-house Brand Team for executing Marketing activities.
- Handling Digital/Social Media Marketing, ATL/BTL activities.
- Coordinating with external parties/agencies for branding and marketing requirements.
- Responsible for content and creative to be published on social media.
- Responsible for POSM content, printing and final execution.
- Execution of PAN India branding & marketing campaigns.

2019-03 – 2021-01

Business partner - North (Prev. Area Marketing Manager)

Reliance General Insurance Pvt. Ltd., Gurgaon, Haryana

- Manage a team of 10+ people and execute activations, marketing activities, sales promotion for lead generation and events.
- Recruit and develop team to expand marketing area of the company.
- Plan and execute merchandising, internal and external communication branding and POS activities.
- Execute marketing plans with respect to assigned budget management while printing of POS materials, vendor hiring, brand planning and others.

- Handled the responsibility of Area Marketing Manager - Haryana before being transferred as Business Partner, in November 2019 when an internal company merger happened between Reliance Health Insurance and Reliance General Insurance.
- As Area Marketing Manager, handled the marketing development and execution on regional level.
- Looked after and strategized vendor management, branding execution, OOH Activations, marketing and lead generation activities.

2018-05 - 2019-02

Senior Executive - Marketing

Ozone Secutech Pvt. Ltd., Delhi

- Internal transfer from Videocon Wallcam (V-Con Intelligent Securities Pvt. Ltd.), as V Con was taken over by Ozone Wallcam.
- Looked after Pan India branding and communication activities which included digital media marketing, OOH activations, POS printing, budget management, vendor management and relationship handling, BTL activations and coordination with media buying agencies.
- Executed large scale events like IFSEC with dealers and international buyers, looking after the event management and venue branding.

2017-12 - 2018-04

Senior Executive - Marketing

V Con Securities Pvt. Ltd. (Videocon Wallcam), Gurgaon, Haryana

- Oversaw all marketing and distribution operations pan India.
- Looked after Pan India branding and communication activities including digital media marketing, OOH activations, POS printing, budget management, vendor management and relationship handling, event management, BTL activations and coordination with media buying agencies.

2016-06 - 2017-08

State Marketing - Haryana

Siti Network Ltd., Hisar, Haryana

- Handling social media, data analysis and management, OOH branding, vendor management, POS printing, BTL events and activations.

2015-07 - 2016-06

Zonal Marketing Executive

Videocon Telecommunications Ltd. , Hisar, Haryana

- Handling team for event coordination and execution, data analysis and management, OOH branding, vendor management, BTL activations and Merchandising.

2013-05 - 2015-07

Zonal Marketing Executive

Vodafone Haryana Circle (Apex Services), Hisar, Haryana

- Handling team for event coordination and execution, data analysis and management, OOH branding, vendor management, BTL activations and Merchandising.
- Coordinated state-wise events like M-Pesa brand launch, SKH, etc.

Education

2010-08 - 2012-05	Master of Business Administration: Marketing And Finance <i>SBSC TM - Lucknow</i>
2006-07 - 2009-06	Bachelor of Computer Applications: Computer Applications <i>IGNOU - Lucknow</i>
2005-04 - 2006-03	CBSE Intermediate: Science <i>Maharishi Vidyamandir Public School - Lucknow</i>
2003-04 - 2004-03	CBSE: Science <i>Maharishi Vidyamandir Public School - Lucknow</i>

Languages

English	<div></div>
Hindi	<div></div>

Skills

Marketing	<div></div>
Social Media	<div></div>
Data Analysis and Management	<div></div>
ATL and BTL Activations	<div></div>
OOH Activations and Event Management	<div></div>
Media Strategy and Brand Management	<div></div>
Team Management	<div></div>

Personal Information

- Current Address- L14, 2nd Floor, Old Double Storey, Lajpat Nagar4, New Delhi
- Permanent Address- 161/222, Vyaskutir, Tazikhana, Mashakganj, Lucknow- 226018
- DOB- May 27, 1990