

SAGARIKA KAPOOR

MARKETING & COMMUNICATION MANAGER

ABOUT ME

Seasoned marketing and communication professional with a comprehensive background spanning nearly 7 years. Proficient in all marketing facets, from crafting estimates and budgets for campaigns to orchestrating strategic plans of action. Adept in Above-the-Line (ATL), Below-the-Line (BTL), Digital Marketing, Public Relations (PR), and Events Management. Demonstrated success in driving growth and brand visibility across diverse industries, including Beauty, Healthcare, and IT. I am known for delivering innovative strategies and creative solutions to propel business expansion.

EXPERIENCE



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Delhi NCR

SKILLS

- Public Relations
- Canva Designing
- Content Strategy
- Digital Marketing
- Event Management
- Brand Strategy
- Media Relations
- Project Management Tools
- Social Media Marketing

EDUCATION

YMCA, NEW DELHI

2015 - 2016

FOREIGN LANGUAGE PROGRAMME
DIPLOMA IN GERMAN LANGUAGE

BACHELOR OF COMMERCE

2012 - 2015

SOL, DELHI UNIVERSITY
NORTH CAMPUS
SPECIALIZED IN BUSINESS ADMINISTRATION
& MARKETING

LANGUAGE

English
French - Basic
German - Advanced

PARIJAT INDUSTRIES INDIA PVT.LTD.

MARKETING COMMUNICATION MANAGER

DEC 2023 - PRESENT

Campaign Effectiveness: Monitor and optimize marketing campaigns to meet objectives such as brand awareness and lead generation.

Brand Visibility: Strengthen brand recognition through strategic communication across various channels, ensuring consistent messaging.

Content Engagement: Develop engaging content strategies and track performance metrics to drive audience engagement and interaction.

Stakeholder Collaboration: Foster strong relationships with internal teams, partners, and agencies to align marketing efforts with business goals.

Digital Marketing Performance: Track and improve digital marketing metrics, including website traffic and email open rates, to enhance online presence.

Event Management: Plan and execute events to support marketing objectives, measuring success through attendance and ROI.

Creative Development: Oversee the creation of visually appealing marketing materials that reflect the brand identity.

Market Research: Conduct research to identify trends and insights, informing marketing strategies and plans.

Budget Management: Develop and manage marketing budgets, optimizing spending to maximize ROI.

Cross-Functional Collaboration: Work with other departments to ensure alignment of messaging and support sales efforts

PR support and coordination with different agencies for improving work & exposure to media achievement plans.

MAX LIFE INSURANCE PVT.LTD.

DEPUTY MARKETING MANAGER

JUNE 2023 - NOV2023

- Working closely in coordination with the internal teams and channel partners for designing and executing the Marketing plans, to achieve the business objectives.
- Executing marketing & visibility campaigns.
- Designing edms and other marketing communications for the business channels. Creating
- and implementing special projects across channel partner management domains.
- Execution of Regional and National Events. Working closely on social pages.
- ATL/BTL strategy creation & implementation for business support.
- Creating presentations and internal communications plans for the promotion of the
- brand. Collaboration & co-ordinating with stakeholders for advertisements.
- Conducting online webinars, webcasts, and workshops to boost sales and internal link brand communication.
- Sales support - designing collaterals and other brochures etc.
- Support Customer acquisition through camps, events, and activations.
- Communication strategy creation for webcasts & webinars in-house.

Arechar Healthcare Industry


Marketing Communication

(2022 – 2023)

- Devised and executed influencer and blogger activities, alongside brand creation advertisements.
- Strategized and executed podcasts and radio campaigns to engage target audiences effectively.
- Collaborated closely with regional teams to provide marketing support and coordinate marketing collaterals. Headed
- a global team of 15 individuals, fostering a collaborative and results-driven work environment.
- Organized and executed seminars, conferences, and sales support strategies to drive market penetration and business growth.
- Supported In-house brand active, creation of brand strategy & Measurement, cross-promotion internal teams.
- Ability to think creatively and proposing out of the box solutions.
- Managing projects and media planning for promotional campaigns.
- Offline brand marketing strategies creation.
- Coordinating with marketing agencies and advertisement plans for TV/Print Media.

SUNRIDER INDIA PVT.LTD.
ASSISTANT MANAGER MARKETING

(2021 - 2022)

- Created marketing collaterals and designs for promotional campaigns for the entire India.
 - Led marketing efforts for an esteemed global MNC, managing operations between the USA headquarters and the Singapore regional office.
 - Spearheaded the creation of marketing collaterals and designs for nationwide promotional campaigns across India.
 - Managed and optimized social media presence for Sunrider India products in the Northern region.
 - Strategized and executed comprehensive plans for the successful launch of new products, including webinars and grand launch events.
 - Directed both ATL and BTL marketing activities to ensure maximum impact and market penetration.
 - Developed and implemented communication strategies to effectively promote existing and upcoming products across the Indian market.
 - Orchestrated website promotional plans and meticulously crafted media strategies to bolster brand visibility.
 - Formulated monthly marketing plans, facilitating seamless in-house and external communications.
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CLOUD BAR PVT.LTD.

MARKETING MANAGER

2017 - 2021

SPECIAL SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Blogging
- Press releases
- Editorials Writing
- Articles Writing
- Canva advance designing
- Advanced Presentation Creation - MS PowerPoint
- Chat GPT
- AI - Slides for PPT
- Anchoring on Launches
- Worked closely with top brands in the beauty & hospitality industry.
- Social media pages handled for 8 international brands to promote products.
- Created strategies and implemented plans for the launch of new products.
- The SEO team handled and created content strategies.
- Management of ATL/BTL marketing activities.
- Communication plan for the entire India market to promote upcoming Nutra products.
- Media Plan Creations & executions.
- Website promotional planned & executed.
- Monthly marketing plan for in-house & external communications.
- Digital Marketing PR & all other offline marketing plans created and executed.
- Vendors Co-ordinations and marketing support to all clients for betterment of flow in promotion.