



VINIT K. PIMPUTKAR

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Result-oriented professional with experience in launching & establishing brands / products in highly competitive markets targeting assignments in Marketing, Branding and Media Planning with a reputed organization

PROFILE SUMMARY

- › **MBA in Marketing** with **9 + years** of experience in devising and executing **marketing** strategies with focus on achieving defined business objectives related to revenue and market share.
- › Expertise managing business growth through **brand launches** and implementation of **marketing activities** across states.
- › Proficient in developing, implementing and evaluating category plans; tracking and managing marketing operations plans and **Advertising & Promotion (A&P) plans**.
- › Skilled at administering **marketing budgets**, monitoring investments in marketing initiatives and activities.
- › Excellence in **analyzing market trends, competitor positions** & economic factors to develop marketing plans helping in positioning of the brand in market.
- › Hands-on experience in leveraging all **Above-the-Line (ATL), Below-The-Line (BTL), Digital Marketing** and channel engagement marketing campaigns by designing programs for engaging with consumers and maintained healthy business relations with business associates.
- › Skills in **devising effective media planning strategy & running campaigns** for generating awareness and revenue.
- › Team-based management style coupled with the zeal to drive visions into reality.

CORE COMPETENCIES

Marketing

Brand Management

ATL & BTL Operations

Sales Planning

Digital Marketing

Campaign Management

Market Research

Product Launches

Team Management

Media Planning/Solutions

CAREER TIMELINE



SOFT SKILLS

Collaborator

Communicator

Innovator

Intuitive

Thinker

Analytical

ACADEMIC DETAILS

2015 MBA in Marketing from MET Institute of Management, MET AMDC; secured 65%

2012 B.Sc. in Hospitality Studies from Rizvi College of Hotel Management, University of Mumbai; secured 59.70%

2009 12th from R.A.D.A.V. College, Bhandup (East), Maharashtra Board; secured 53.50%

2007 10th from I.E.S. Secondary School, Bhandup (East), Maharashtra Board; secured 65%

PROFESSIONAL EXPERIENCE

Business Partner at Eccellenza Communication from May'19 – Present

Key Result Areas:

- › Developing and executing the **ATL, BTL & Digital** Marketing strategy for the Brand to achieve defined business objectives.
- › Planning for all brands using media analytics and advanced media tools and helping clients to gain market share & increase consumer intent.
- › Devising and implementing brand wise media objectives & executing clear and measurable plans.
- › Liaising with Media houses, Designers & Vendors for developing creative communication materials.
- › Monitoring activities pertaining to negotiation and finalization of commercial deals with key accounts.
- › Developing innovative strategies and cost effective mediums for sustaining brand visibility index.
- › Collaborate with customers/partners/distributors to create impactful communication.
- › Overseeing all operations and business activities to ensure they produce the desired results and are consistent with the overall strategy and mission.
- › Develop launch plans including communication development for new products.
- › Managed clients from **FMCG** (Gokul Dairy, Gotulya Dairy, Baramati Agro and more), **Real Estate, Beverages industry** (3 Sisters & Flipsydee Beverages).

Highlights:

- › Launched **Gotulya Dairy** in Mumbai and was successful to achieve sale of **20k Ltrs milk per day** in a time span of 10 months.
- › Steered efforts in developing Franchise models for **Gokul Dairy**.
- › Successfully managed events & exhibitions for **3 Sisters & Flipsydee Beverages**.
- › Managed PAN India BTL activation in GT & MT for **Baramati Agro**.

Campaign Manager at Infocrunch from Aug'18 – Mar'19

Key Result Areas:

- › Ensuring servicing client's requirement regarding market research, data analytics & strategic planning.
- › Conduct regular market insights to understand the customer needs, identify gaps and opportunities.
- › Build consumer insights through various interactions.
- › Develop product briefs with Research and Development teams and cross function teams.
- › Responsible for monitoring competitive environment and evaluating product quality.
- › Constant update on new market trends, opportunity and input into the business.
- › Work with field teams to understand the needs of the rural & urban market.
- › Work with technology teams to help build analytical models around consumer behavior.

Media Manager at Piranha Communication from Jun'16 – July'18

Key Result Areas:

- › Ensuring servicing client's requirement regarding media solutions.
- › Administering fixed marketing expenditure budgets across ATL & BTL mediums.
- › Conceptualizing strategic buying directions for individual brands.
- › Providing assistance to team on media planning/buying, and sharing ideas & concepts for marketing communication.
- › Supervising branding functions, advertising & promotions and capturing optimum market shares.
- › Performing media management and product positioning plans/policies.
- › Interfacing with clients, improving customer satisfaction and cultivating relations for getting repeat business.

Highlights:

- › Played a key role in creating 1000+ distributors enquiry across Maharashtra through ad campaign for Gokul Dairy.
- › Steered efforts in launching KMF - Nandini in Mumbai along with the support of team members.
- › Managed press release for '45th Dairy Industry Conference and IIDE 2017'.

Business Development Executive at Apex AIM from Jun'15 - May'16

Key Result Areas:

- › Steered efforts in on-boarding NBD clients.
- › Liaised with a team of planners & buyers and helped in brand building by developing relationship with the consumers using OOH advertising.
- › Developed promising and qualified lead for sales follow-up.
- › Managed OOH account for clients such as Ambuja Cements, Paras Dairy & Cinepolis; fulfilled the OOH needs of the potential clients.

PERSONAL DETAILS

Date of Birth: 3rd November 1991

Languages Known: English, Hindi and Marathi

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