

Kamlesh Dixit

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Profile

Experienced Data Analyst with a demonstrated history of working in the information technology and services industry and market research companies like Nielsen. Skilled in Market Planning, Go-to-market Strategy, Data Analysis, Marketing Strategy, and Digital Marketing,

Experienced Assistant Brand Manager with a strong background in marketing and brand management. Skilled in conducting market research and analysis to drive brand strategy and successful campaigns. Seeking a position as an assistant brand manager where I can utilize my expertise and continue to grow in the field of marketing and brand management.

Work Experience

12/2021 – present
Ludhiana,
Ludhiana, Punjab, India

Assistant brand manager Bonn Nutrients Pvt Ltd

- Developed and executed brand strategies to increase market share and brand awareness, resulting in a 15% increase in sales within the first year.
- Managed product launches from concept to execution, collaborating cross-functionally with product development, marketing, and sales teams.
- Conducted market research and analysis to identify consumer insights and trends, which informed marketing campaigns and product development initiatives.
- Oversaw the creation of marketing collateral, including digital and print materials, ensuring alignment with brand guidelines and messaging.
- Monitored and reported on key performance indicators (KPIs) to track the effectiveness of marketing campaigns and adjust strategies accordingly.
- Supported the Brand Manager in budget management, forecasting, and planning activities.
- Led social media campaigns and influencer partnerships to enhance brand visibility and engagement.
- Executing Dealer Meet over north India.

06/2021 – 07/2021
Greater Delhi Area

Market Research Analyst Intern Simply Body Talk

study how human behavior plays a role in retail depending on the sector

12/2014 – 07/2019
Greater Mumbai
Area

Market Research Analyst Nielsen

- I worked with Nielsen for 5 years starting as a market auditor to Market Research Analyst as a team leader.
- Conducted in-depth market analysis to identify emerging trends and opportunities for new product development.
- Utilized statistical modeling techniques to forecast sales projections and analyzed competitive landscapes.
- Managed and executed surveys and focus groups to gather consumer insights and feedback on branding strategies for leading FMCG clients.
- Collaborated with cross-functional teams to develop comprehensive market research reports for senior leadership decision-making.
- Worked on concept testing, Product testing, pack tests, and pre-launch product tests.
- Analysis of the Marketing Retail auditing funding Nielsen RMS data.
- Performing NPS and Brand health trackers for different clients.

02/2013 - 11/2014
Mumbai Maharashtra
Area

Market Audit
Randstad

Doing market audits for FMCG products to understand the market and collecting data and analyzing the sale data and data acquisition.

07/2011 - 01/2012
Delhi India

Software Engineer
TCS
Software Developer

07/2010 - 01/2011
Delhi India

Coordinator
Indian Institute of Health and Safety Management

The coordinator manages the institute responsible for student activities.

Education

07/2019 – 08/2021
Mumbai, India

Marketing/Marketing Management, General | Master of Business Administration - MBA
Mumbai Educational Trust, MET League of Colleges
Marketing and Research.

07/2007 – 08/2010
New Delhi, India

Computer application | Bachelor of computer application
Jamia Hamdard university

00/2008 – 12/2008

High School/Secondary Certificate Programs | HSC
Sarvodaya School – India

Awards

09/2018
Mumbai, India

simply excellent
Nielsen

I was awarded Best Employee of the Year by Nielsen India market research company.

10/2017
Mumbai, India

simply excellent
Nielsen

Got awarded as best employee of the year.

Certificates

04/2021

Introduction to Digital Marketing
Great Learning

https://olympus1.greatlearning.in/course_certificate/XXUNTSPQ

12/2020

google digital unlock
Google

<https://learndigital.withgoogle.com/digitalunlocked/course/digital-marketing/certification/post-assessment>

Skills

Data Analysis, Market Research, Consumer behavior, presentation skills, Go to market strategy, New Product Development, and Brand Marketing Strategy.

Languages

English, Hindi, (Marathi & Punjabi oral).