

VINIT K. PIMPUTKAR

+91-9819607016

pimputkar.vinit3@gmail.com

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

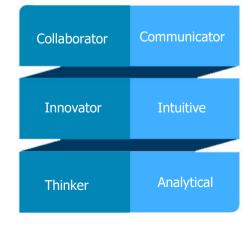
CAREER TIMELINE



Jun'16 - July 18

Jun'15 - May 16

SOFT SKILLS



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 12**th from R.A.D.A.V. College, Bhandup (East), Maharashtra Board; secured 53.50%
- **2007 10**th 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

Kev 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

Address: 509, Devarshi Apartment, Advait Society, M.D.Keni Marg, Bhandup

(East) Mumbai-400042