

VISHAL BACHANI

Assistant Manager - Marketing

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Seasoned, goal-oriented manager bringing 8+ years of distinguished experience in FMCG, Insurance, Hospitality and IT industries. Skillfully collaborate to drive marketing and sales success with strategic and innovative plans. Utilizes customer insights to develop creative strategies that drive customer loyalty and brand recognition.

Skills

Market Research	<div><div></div></div> Elementary
Strategic planning	<div><div></div></div> Intermediate
Campaign management	<div><div></div></div> Intermediate
Market Analysis	<div><div></div></div> Upper intermediate
New Product development	<div><div></div></div> Upper intermediate
P&L Management	<div><div></div></div> Upper intermediate
Budgeting and Allocation	<div><div></div></div> Upper intermediate

Work History

2024-07 - Current	<div>Category Development Lead <i>ID Fresh Food Pvt. Ltd., Bengaluru, India</i><ul style="list-style-type: none">Identify & prepare business opportunities cases basis consumer behavior and emerging micro and macro trends.Responsible for new product development following stage gate process and anchor launch with strong GTM strategy and marketing mix.Deliver marketing ROI for campaigns and new launches.Work cross-functionally with R&D, Manufacturing, Sales Team, and LT team; guide and support the development of marketing plans to deliver NPD AOPPrepare project timelines using tools like Asana / MS Projects and lead the project deliveries collaboratively ensuring all milestones are met by respective stakeholders.</div>
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- Develop accurate projects priorities, schedules, and execution of marketing campaigns.
- Contributed significantly towards improving brand perception through tactical positioning of products on shelves and online platforms.
- Improved category sales performance by conducting in-depth market research and analysis.
- Worked closely with design teams to develop appealing packaging designs that resonated with target consumers.

2021-04 - 2024-07

Assistant Brand Manager

iD Fresh Foods Pvt. Ltd., Bengaluru, India

- Planned, implemented, and tracked sales and marketing strategies to promote brand products.
- Created and managed budgets to maximize brand reach and engagement.
- Incorporated product changes into marketing messages to drive customer engagement and maximize profits.
- Conducted research and analysis to determine brand positioning and messaging, identify new opportunities and target market.
- Developed and executed branding campaigns to educate target audiences on product features, benefits and values.
- Coordinated with design and media teams to develop high-quality creative assets.

2020-02 - 2021-04

Business Development Manager

Avaal Technology India Pvt. Ltd, Gurgaon, Haryana

- Creating awareness about transport management software in Indian trucking industry.
- Developed and implemented favorable pricing structures balancing firm objectives against customer targets.
- Market research about the needs and demands of the industry and working in close coordination with product team for new product development.
- Increased overall revenue 51% from referral sales through effective salesmanship and great negotiation skills

2017-09 - 2020-02

Founder

Holiday Tripfee LLP, Delhi

- Handling Sales, marketing and most of operations part for company.
- Capitalized on SEO strategies to develop and implement marketing initiatives.
- Digital Marketing via Google AdWords, Facebook and Instagram.
- Conducted target market research to scope out industry competition and identify advantageous trends..
- Fostered new business through participation in trade shows and initiating communications with prospective clients via phone and email .
- Collecting feedback from customers, and correspondingly increasing customer satisfaction index.

- Furthered brand awareness through promotional activities and competitions.

2016-04 - 2018-08

Sales Manager

ICICI Lombard, Delhi - NCR

- A proven track record of developing new business and motivating a team to consistently exceed targets.
- Handling all HNI home loan consumers of ICICI Bank.
- Created effective strategies to target new markets after researching and analyzing competitor behavior.
- Leading the entire team of Delhi/NCR of bank mortgage counselors, directing & guiding them towards sales targets.
- Responsible for maintaining professional relationship with all channel partners.
- Organized promotional events and interacted with channel partners to increase sales volume.
- Product positioning in order to capture existing insurance market to its full potential.

2013-12 - 2014-04

Associate, Customer Service

Wipro

- Handling Airtel technical Titanium customers.
- Products include fixed line, DSL and IPTV.
- Assignment of field work to other employees.

2012-10 - 2013-06

Sales Trainee

Crompton Greaves Ltd, New Delhi, Delhi

- Designated as: Business Development/ Sales Trainee – Lighting Department.
- Market Survey of Supply/Demand and promotion of lighting products throughout West Delhi.
- Map potential customers and Identifying and generating leads for organization.
- Keep check on competitor's products and pricing.
- Day to day survey regarding market requirements.

Education

2014-05 - 2016-03

MBA: Marketing

ICFAI University - Hyderabad

- Majored in Sales and Marketing
- Nominated for the best SIP (Summer Internship Program) in 2015
- Marketing head of Speak Up Club for communication skills

2008-09 - 2012-05

B. Tech: Electronics and Communication

Aravali College of Engineering & Management - Faridabad

- Elected Captain of winning football team for ECE branch in inter-college fest IGNEOUS 2012.

- Awarded First Prize during the Inter-college LAN Gaming competition.
- Participated in Inter-college debate competitions.

Accomplishments

- Awarded with certificate of appreciation for contribution to special projects other than the field of work at iD Fresh Foods in 2022
- Nominated for best SIP (Summer Internship Program)- ICFAI Business School, Hyderabad 2015.
- Captain of the winning football team and sports coordinator at the inter college fest 'IGNEOUS', 2012.
- First prize holder in inter college LAN Gaming, 2011.
- Volunteered for CWG in New Delhi, 2010: Technology Venue Assistant at 'Sri fort Sports Complex'.

Additional Information

MBA INTERNSHIP

- Project: Study of "BGI Model for ITC PCP (Economy soaps) in North India"
- Company: ITC Ltd. Gurgaon
- Company Mentor: Mr. Rahul Gandhi (Regional Sales Manager - North)
- Scope of Study: The project aims to segment the Northern District geography of ITC into micro-segments for each of their product categories and to be able to identify districts and sub-districts where sales and distribution efforts for popular soap categories of ITC need to be sharply focused on.
- BGI Model, stand for Brand Geography Infrastructure Model, in the most basic terms, can be defined as a study to analyze performance of various brands and infrastructure efficiencies in macro geography using distribution parameter like Value, Market Share Value (M.S.Value) , Weighted Distribution (W.D.), Share Among Handlers (SAH) and Stock Turnover Ratio (STR).

GRADUATION PROJECT/ SUMMER TECHNICAL TRAINING

- Major Project: Designed a "DTMF based Robot using Microcontroller 8051".
- Mid Term Internship: Study at Tata Communications Ltd., New Delhi