



# Shrabani Dash

Assistant Manager Marketing

## PROFILE SUMMARY

Assistant Manager Marketing driven by the rationale of dedication and delivering great creative output. As a part of my daily responsibilities I juggle between initiating a job from the scratch i.e. briefing the complete team to ensure that the right creative is delivered. Amidst this process I have tested my multitasking skills, creative understanding and leadership skills and proven my mettle

## EDUCATION

2015	MBA/PGDM KIIT School of Management
2012	B.A Delhi University - Other
2009	XIIth English
2007	Xth English

## WORK EXPERIENCE

Apr 2022 - Present	Assistant Manager Marketing Nexus Malls marketing manager, marketing communication manager, brand manager, events and planning
Apr 2022 - Apr 2022	Assistant Manager Marketing Nexus Malls

## PERSONAL INFORMATION

- Email  
shrabanidash1990@gmail.com
- Mobile  
(+91) 7205489185
- Total work experience  
9 Years 0 Month

## KEY SKILLS

- Retail Marketing
- Event Management
- Marketing Management
- Mall Management
- Product/Brand Manager
- Brand Management
- Marketing Communication
- Digital Marketing
- Product Promotions
- Advertising
- Media Planning
- Campaigns Management
- Brand Services Manager

## OTHER PERSONAL DETAILS

- City  
Bhubaneswar
- Country  
INDIA

## LANGUAGES

- English
- Hindi
- Bengali
- Assamese
- Spanish

Jan 2022 - Mar 2022

Account Manager

### Wunderman Thompson

Apprentice: July 2015 - December 2016 Key client: Unilever (Surf Excel Matic- India & Global) Key Responsibilities: ? Handling day-to-day operations (both India & Global) for the Matic brands under Surf Excel ? Efficiently executed 3600 communications across market such as India ? Tracked modern trade for Laundry which assisted Surf in ideating better ? Have been a part to narrow down on ideating concepts for projects The Economic Times (Mumbai and Delhi) Key Responsibilities: ? Tracked market activity for Economic Times compared to the other competitors which assisted ET in ideating better ? Handling day-to-day operations for both Mumbai and Delhi ? To make sure campaigns meet marketing objectives, budgets, and deadlines Brand Services Manager: Feb 2017 - Present Key client: Surf Excel Matic(Global) Key Responsibilities: ? Handled brief from the client with minimum supervision from senior ? Efficiently executed 360 degree communications across markets such as India, Southeast Asia, South Africa and currently, working on multiple campaigns to launch new Surf Excel variants in Southeast Asia. ? Have been a part to narrow down on ideating concepts for projects. ? Tracked modern trade for Laundry which assisted Surf in ideating better The Economic Times (Mumbai and Delhi) Key Responsibilities: ? Developing communication for the Economic Times and managing the print communication ? To liaise with creative teams & the clients to help brands communicate and engage with their consumers ? To make sure campaigns meet marketing objectives, budgets, and deadlines ? Handling day-to-day operations for both Mumbai and Delhi Moreish (Kolkata) Key Responsibility: ? Handling brief from the client ? Executing all 3600 communications across Kolkata market ? Have been conceptualizing and executing creative for the client ? Handling day ? to ? day operations and meetings with the client Sawan Sukha (Kolkata) Key Responsibilities: ? Handling brief from the client ? Conceptualized and executing campaigns for Sawan Sukha in the Eastern region ? Executing 3600 communication across East India market ? Executing and implementing various creative Digital activities

Jul 2015 - Dec 2021

Brand Services Manager

### Lowe Lintas

I handle 360 degree advertisement and media communication for different brands. Which includes both ATL and BTL communication. Also I am part of the research work for launch of any new product for the brand.

## Projects

701 Days

### Surf Excel Matic

I was handling the launch of the Surf Excel Matic liquid along with machine wash range.