

# Sandesh Shravan

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## Summary

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Innovative media and marketing maestro with a 7-year expedition orchestrating compelling campaigns that transcend the ordinary. A visionary strategist, adept at transforming brand narratives into captivating stories that resonate across diverse channels. Proven track record of not just riding the digital wave but sculpting it, resulting in heightened brand resonance and market impact. A trailblazer in fusing creativity with analytics, adept at steering teams towards unprecedented success. Elevate a brand by turning marketing challenges into artistic opportunities.

## Education

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### MBA Marketing

Bangor University • Bangor, UK

04/2015

### Computer Engineering

Pune University • Pune, MH

05/2013

## Experience

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### Media and Marketing Manager

K-Pra Foods

10/2023 - Present

- Created and executed holistic brand exposure strategies by implementing integrated ATL marketing campaigns across various media channels.
- Oversaw implementation of impactful BTL marketing efforts resulting in heightened customer engagement.
- Increased online sales by effectively implementing SEO, Meta Ads, and Google Ads as part of a comprehensive digital marketing strategy.
- Collaborated with design teams to improve branding consistency across packaging, website, and social media and all marketing collaterals.
- Collaborated with external agencies to establish consistent brand messaging through advertising, PR, and digital channels.
- Spearheaded marketing efforts, ensuring successful market entries of new product launches by coordinating cross-functional teams.
- Optimized expenditure in the annual marketing budget to achieve maximum return on investment while meeting objectives.
- Teamed up with influencers to elevate brand outreach, resulting in a remarkable increase of 1500% in social media engagement and 400% in online sales.
- Discovered and harnessed untapped marketing channels to effectively engage with a wide range of customers.

### Assistant Marketing Manager

Wellness Forever Medicare

08/2022 - 09/2023

- Achieved significant business expansion in the region of 100+ stores by spearheading local and centralized marketing campaigns.
- Leveraged connections to strategize and implement marketing campaigns for brand promotion.
- Successfully increased brand recognition and drove lead generation through strategic oversight of marketing initiatives.
- Delivered comprehensive briefings to executives regarding monthly projections, requirements, and marketing plans.
- Devised an innovative approach to engage women, enhancing brand recognition and generating valuable leads.

## Marketing Executive

KRA Jewellers

06/2019 - 08/2022

- Crafted effective business solutions that successfully heightened brand visibility, attracted more customers, and generated higher sales figures.
- Ensured consistent and high-quality marketing content to uphold brand standards.
- Successfully strategized and implemented comprehensive marketing initiatives to enhance brand recognition through various channels.
- Successfully initiated the launch of fresh product lines while implementing new showroom setups.
- Led the development and launch of both an Ecommerce website and CRM App.
- Formulated and deployed a tailored approach to optimize performance on popular online advertising channels such as Facebook, Instagram, and Google (display, search, and video ads).
- Ensured seamless coordination with vendors and agencies for the timely completion of campaigns, adhering to predetermined schedules and specifications.
- Maintained reporting and developed actionable insights to enhance branding efforts.

## Business Development Executive

Modular Infotech

08/2015 - 09/2017

- Identified and pursued valuable business opportunities to generate company revenue and improve profit.
- Developed new proposals, contracts and procedures to draw in more clients and streamline work operations.
- Established and maintained highly effective relationships with clients to drive growth.
- Researched pricing, ratings and performance and created comparison spreadsheets to evaluate competitors.
- Completed and submitted monthly, quarterly and yearly reports to support executive decision making.
- Contributed to industry events and trade shows to showcase products and gather industry intelligence.

## Skills

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Brand Management, Digital Marketing, Marketing Strategy, Agency Management, Team Management, Events and Activations, Influencer Marketing, Budgeting, Data Analysis Skills

## Languages

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English, Hindi, Marathi