



AAKASH MATHUR

*A multi-faceted professional accustomed with proven skills; targeting
Challenging & rewarding opportunities in ~MARKETING & PROMOTIONS~ BRAND MANAGEMENT~ -
CORPORATE SALES~ with an organization of high repute*



aakashmathur@hotmail.com



linkedin.com/in/aakash-mathur -91385b10



+ 91- 9535346991



Profile Summary

A Proactive and Achievement-Oriented professional with over 12 years of career success in conceiving & implementing ideas in all phases of **Marketing & Promotions, Brand Management, Product Marketing, Marketing Communication, Digital Marketing, Sales**

Strategy Architect credited with successful formulation and implementation of sales & marketing strategies, programs & contents to improve sales opportunities; development of short & long-term strategic plans including annual business plans, promotion & innovation strategies with P&L & budget responsibility

Excellence in augmenting brand visibility through innovative marketing plans, communication **strategy & campaigns, driving brand-positioning research, leading ATL/ BTL and digital campaigns** including events & exhibitions and driving the use of marketing tools

Applied innovative & customized marketing & communication strategies aimed at increasing customer acquisition, penetration & revenue; ensured that the lead inflow, quality of leads, assignment & conversions ratios were monitored and corrective measures were taken

Excellent collaboration skills: Collaborated with Key clients such as **HRX, Titan , Sony Indian idol junior, Nickelodeon , Ferro Rocher (Kinder joy), Snap deal ,My daala, Hoppr** and many more

Successfully conducted “Meet Hrithik Roshan Event” in Mumbai with **Cure.Fit** in Jul’19

Aspiring leader & Organizational Change Agent, delivering business results focused on improving business processes to improve reliability, increase simplicity, and enable scalable growth

Notable Accomplishments Across the Career

- ❖ **Conferred with Long Service Award in 2019 with Landmark Group**
- ❖ successfully launched various programs such as :
 - **Fit Cash Programme** and **New Centre and City launches** with **Cure. Fit**
 - **Lifestyle Edge Loyalty Programme** with **landmark group** in the west region, 2019
- ❖ **Participated in Bloggers meet** and indirectly collaborated with **HRX** through this campaign
- ❖ Conferred with
 - **Lifestyle People Oscar Award** - Certificate of Excellence 2017
 - **Unsung Hero Award** in 2017 with Lifestyle Pvt. Ltd.
- ❖ Nominated for the Ideator Award category & being part of **Process Innovation**
- ❖ **Notable contribution in achieving the sales target** through 100% dedication
- ❖ **Performance Excellence & Value Champion Award 2023** with ekincare



Core Competencies

Strategic Sales & Marketing

Brand Management & Product Marketing

ATL/BTL/Campaign Management

Consumer Insights & Market Research/Analysis

Brand/ Media Management

Key Account Management

Strategic Alliances & Partnership

Revenue Maximization/Growth hacks

Team Building & Leadership



Academic Details/ Certifications

PG Diploma (Media management, Advertising & Marketing) from **International School of Business & Media, Pune** in 2009

BBM (Marketing) from Brindavan College **(Affiliated to Bangalore University)** in 2007

The Fundamental of Digital Marketing certification, **Google** in Apr’2020

Educational Leadership Certificate - **Indian Institute of Management Ahmedabad**
Issued Via Coursera in 2024

Soft Skills

Visionary
Thinker

Good
Communicator

People
Management

Strategic
Planner



Organizational Experience



Since Sep'22 with ekincare, Hyderabad as Product Marketing Specialist

Key Result Areas:

- ❖ Implemented Account Based Marketing strategies to focus on high-value target accounts, resulting in a 15% increase in customer acquisition
- ❖ Automated the customer journey to enhance user experience and drive customer engagement, leading to a 20% improvement in customer retention.
- ❖ Managed a diverse service lines portfolio including Doctor consultation, Mental wellness, Ambulance on demand, and Subscription account portfolio (Health Checks, Pharmacy, Consultation, Dental and Vision wellness)
- ❖ Orchestrated the successful utilization of services, achieving a 25% increase in overall service utilization
- ❖ Conducted engaging webinars and in-app activities, resulting in a 30% boost in user engagement and participation
- ❖ Oversaw end-to-end campaign management, ensuring seamless execution and achieving a 20% increase in lead generation
- ❖ Planned and executed Below The Line (BTL) activities such as B2B Mixers events, Onsite engagement, and Virtual Health Mela, resulting in a 25% increase in brand visibility and customer interaction
- ❖ Leveraged tools such as MoEngage, Beepo, CRM, HubSpot, Canva, and AI chat integration to streamline operations and drive efficient marketing campaigns

Oct'21-Aug'22 with Amnex Infotechnologies Pvt Ltd (AIPL), Ahmedabad as Senior Branding & Marketing Manager

Key Result Areas:

- ❖ Developed diverse content for corporate, sales, product, and international sales presentations to effectively communicate key messages and value propositions.
- ❖ Identified and engaged in external events to bolster brand visibility and enhance market presence.
- ❖ Orchestrated and maintained a comprehensive marketing calendar encompassing offline and digital activities to ensure strategic alignment and timely execution.
- ❖ Spearheaded employer branding initiatives through internal events and communication efforts to cultivate a positive organizational image and foster employee engagement.
- ❖ Executed impact case studies, and developed compelling brochures for showcasing successful outcomes and product features
- ❖ Produced engaging product videos and adeptly managed website content to optimize user experience and drive customer engagement.

Aug'20-Sep'21 as Marketing consultant for Shalby Hospitals & JOP Network and Co-Founder of Magic deals

As Marketing Consultant :

- ❖ Contributed in New Product Development
- ❖ Launch , driving sales and setting up the process of the product
- ❖ Driving partnerships and alliances- Negotiations and closures

As Co- Founder:

- ❖ Identified and sourced potential vendors and products to expand the product range
- ❖ Contributed in pricing strategy formulation for optimized pricing
- ❖ Identified and listed products on Amazon and Flipkart marketplaces, resulting in increased sales
- ❖ Managed product mix to ensure a diverse and balanced product offering

May'19 - Jul'20 with Cure.Fit, Mumbai as Growth Marketing Manager

Key Result Areas:

- ❖ Facilitating brand management activities & driving growth in terms of value and volume by introducing new marketing ideas & concepts across the division
- ❖ Conceptualizing and executing strategies to create brand identity, develop brand positioning strategies, conceptualize brand launch as well as brand visibility enhancement strategies to expand brand
- ❖ Researching competitor products & maintaining competitive comparisons and evaluations; gathering insights on shaping direction of the product
- ❖ Directing a wide variety of activities inclusive of conducting industry trend analysis, adding new brand/business partners, identifying opportunities, establishing & executing brand portfolio strategy and brand architecture
- ❖ Managing budgets, sales forecasts & reports accordingly as per business plans & requirements to achieve maximum sales & enhance business revenue
- ❖ Heading the planning and execution of the marketing strategies to promote services to online customers
- ❖ Conceptualizing Digital and Social Media strategy towards a more aggressive, data-driven targeting approach
- ❖ Showcasing proven experience in agency management; coordinating and collaborating with multiple agencies (Principals, Ad and PR, Creative, Digital Marketing, Production Agency) for development of brand marketing communication
- ❖ Sharing recommendations & insights regarding the future trends in industry and transforming into key initiatives
- ❖ Steering initiatives in designing the brand architect for newly launched brands, and post launch road map strategy
- ❖ Rolling-out marketing and communications strategies for the entire business unit to achieve the set business projections
- ❖ Front-leading role in executing ATL / BTL promotion & digital marketing campaigns
- ❖ Entrusting with the responsibilities of managing brand portfolio website, digital marketing, social media promotions/campaigns
- ❖ Measuring ROI of all campaigns and recommending corrective actions for higher impact and reducing cost per enquiry

Jun'12-May'19 with Landmark Group, Bengaluru & Mumbai at Various Roles

Deputations:



Key Result Areas:

- ❖ Managed all aspects of product marketing including product enhancements, competitive analysis, strategic alliances, market forecast and product positioning
- ❖ Developed short and long-term strategic plans including annual business plans, media, promotion and innovation strategy with P&L and budget responsibility
- ❖ Engaged in Gift Card Sales Lifestyle, Max, Home Centre and online formats (Retail + Corporates+ Channel Partners) for different regions
- ❖ Administered Store Launches/In store promotions/ in store VM; supervised entire marketing communication activities in coordination with Creative, Media, PR, Research, Digital, Event/BTL Design, Production Agencies

Highlights:

- ❖ Coordinated in Marketing Launch of **Krispy Kreme Doughnuts** in India
- ❖ Conducted Brand Awareness campaigns through cross promotions with **Titan , Sony Indian idol junior, Nickelodeon , Ferro Rocher (Kinder joy), Snap deal ,My daala, Hoppr**
- ❖ played a key role in alliances with **Piramal Healthcare-Jungle Magic, Sterling Holidays, Country Vacations, South Card**
- ❖ **Engaged in Digital Media management** and successfully elevated the fan base of Facebook **page by 40%**
- ❖ **Achieved 100% Targets** in Gift card sales and **space selling portfolio** consecutively

Previous Experience

Aug'10-Jun'12 with Madison World, Bengaluru as Marketing Communications Professional

Managed New Business Development/ Brand Activation/ Client Servicing/ Market Analysis/ Media Planning & Buying

Key Projects: Retail & outdoor visibility for **Idea cellular (Karnataka Circle)**, Brand Activation for **Idea , Seagram's (Blenders Pride Fashion week)**, **ITC (Bingo-mad Angles and Tangles)**, Outdoor Innovations for **Idea, ITC (Sunfeast)**, **Top Ramen (indo Nissan)**

Jul'09-Aug'10 with ISD Global,Dubai & Bengaluru as Sr. Brand & Business Development Executive

Worked with Key Clients - Shell India, Fidelity investments, Lemax Jeans, Dairy day/Polar Bear ice creams, Jain group of institutions, India International school , apart from these managed clients of Middle East

May'09-Jul'09 with Exposure Media Marketing Pvt. Ltd., New Delhi as Business Development Executive

Managed Ad sales. marketing for various magazines such as Asia Spa India/ Asia Pacific Boating - India Edition/ Selling World Travel/ Millionaire Asia - India Edition

Internship

Dec'08-Jan'09 with DNA - Daily News & Analysis, Pune as Intern

Apr'08-Jun'08 with Quantum Consumer Solutions, Bengaluru Insight & Design Strategy as an Intern



Personal Details

Date of Birth: 24th November 1985

Languages Known: English & Hindi

Address: A 501, Matrix blue bells , Kondapur - Hyderabad -500084

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