

Ankit Nigam

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Competent professional seeking management position in Marketing & Brand Management with a leading organization of repute.

Profile Summary

An efficient professional with over 12 years of experience in:

- ~ Marketing & Advertising ~ Online Reputation Management ~ Digital Marketing
- ~ Event Management ~ Media Planning ~ Media Buying
- ~ Vendor Management ~ Training & Development ~ Team Building

- Hands-on experience in charting out marketing strategies and contributing towards enhancing business volumes, growth for organizations and achieving profitability norms.
- Skilled in digital marketing, analyzing competitors, handling pricing strategies according to the market needs and roll-out target audience centric marketing campaigns.
- Expertise in managing development & implementation of promotional plans and handling brand reputation in all forms of media.
- An effective communicator & team leader with strong analytical, problem solving & organizational abilities.
- Adept in handling Salesforce Marketing Cloud, Sales Cloud to promote the brand awareness.

Area of Expertise

- Conducting Virtual Events using online platforms like Zoom, Webinarjam, Microsoft teams.
- Managing marketing functions like product planning & roadmaps, consultation as well as handling the pre-analysis data and post analysis of product launch.
- Developing marketing strategies to build consumer preference and drive volumes, evaluating marketing budgets periodically including manpower planning initiatives and ensuring adherence to planned expenses.
- Conducting competitor analysis by keeping abreast with the newer marketing trends and competitor moves to achieve market share metrics.
- Conceptualizing and executing sales promotion schemes to increase the brand visibility, thereby preparing management level reporting on the brand's performance, needs and forecasts.
- Monitoring new product launch results and recommending action for addressing any forecasted variances to volume budget on a monthly basis.

Key Result Areas

- Single-handedly managing entire gamut of marketing operations like:
 - Development of vendor / agent development across the country
 - Print promotion including promo literature and advertising
 - Production of quarterly market updates
- Ensure representation of brands on digital networks appropriately to incarnate robust Brand Equity with 360-degree marketing campaigns.
- Assisting the sales team with excerpts from market research and organizing support activities to develop new markets and strengthen positioning in the existing markets.

- Assisting the operations team with valuable insights for better supply-chain management.

Highlights

- Ramped up the old digital image of the organization and solicited the usage of latest formats thereby **enhancing the brand visibility**
- Rolled out **coherent brand messages across different media** to curate the Brand Image
- Accountable for **setting up new channels into uncharted terrains** with the help of push-marketing strategies
- **Augmented the on-boarding of partners** from the assigned regions in a highly competitive market.
- **Successfully deployed innovative methods of product launches** across multiple cities in consultation with the Sales team, to enhance the product visibility with reduced cost.
- **Conceptualized and Developed in-house CRM & Lead Management System** for streamlining the lead-flow to the Sales Team and eliminating all leads spillage.

Organizational Experience

Since Jan'20 with Cambridge Boxhill Language Assessment as Marketing Manager (South-East Asia)

From Mar'18 to Dec'19 with Rus Education India Pvt. Ltd.as Senior Manager Marketing.

From Apr'17 to Feb'18 with Nomads Advertising as Senior Manager Marketing & Operations.

From Sep'15 to Mar'17 with Media Partners as Manager – Digital & Offline Media.

From Aug'14 to Aug'15 with Fourth Dimensional Media Solutions Pvt. Ltd. as Asst. Manager - Digital

From July'11 to Jul'14 with Indebo India Pvt. Ltd. as Senior Executive - Marketing

From Oct'09 to Jun'11 with Pearson Education India as Executive – Marketing

Academic Details

Completed Post Graduate Diploma of Management from IILM-GSM, Lodhi Road, Delhi

Completed Bachelor of Science - Honors from IEHE, Bhopal

Others

Completed Certification Course in Digital Marketing from Delhi School of Internet Marketing, Delhi

Personal Details

Date of Birth 14th May, 1986

Address 506, U-1, Amrapali Royale, Vaibhav Khand, Indirapuram,
Ghaziabad - 201010

Language Known English, Hindi