

SACHIN ATAL

BRAND MANAGER

As someone who can identify the need of customers for effective solutions, Make strategy on the bases of companies ROI. I'm committed to high-quality service that ensures a positive experience.

PERSONALITY HIGHLIGHTS

- Cheerful disposition
- Neat and well-organized
- Motivated by problem solving
- Independent worker
- Team management skills
- Collaborative and efficient

CONTACT DETAILS

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BASIC INFORMATION

Brand Manager with over 8+ years experience in handling all marketing terms and business model. My unique professional experience stems from years of providing excellent customer support, creative problem solving and building customer loyalty. To obtain a position that will allow me to utilize my strategic skills, experience and willingness to learn in making an organisation successful

EDUCATION

Delhi University Graduate in B. Com

Institute of cost and management accountant ICMA

PROFESSIONAL EXPERIENCE

DV Group and Companies Pvt Ltd Brand Manager

August 2019 - Present

- Carrying out market research in order to keep up to date with customer trends, as well as trying to predict future trends
- Developing strategies and managing marketing campaigns across print, broadcast and online platforms to ensure that products and services meet customers' expectations and to build the credibility of brands
- Analyzing the success of marketing campaigns and creating reports
- Supervising advertising, product design and other forms of marketing to maintain consistency in branding
- Supervise the work of employees and provide feedback and counsel to improve efficiency and effectiveness
- Plans, implements, and executes successful consumer and trade marketing programs (including brand strategic planning, market positioning, pricing, promotion, advertising)
- Represents the company and provides support as needed at various trade shows and conventions.
- Sets brand planning calendar, coordinates cross-functional activities and planning processes, manages timelines, and ensures timely completion of all deliverables.
- Plans and executes events and promotions within fan communities
- Management with product development, pricing and new product launches and developing new business opportunities
- Multiple ecommerce channel growth with Details and analytics research. such Amazon, Flipkart, Seniority & more.
- Overseeing the production of Digital Marketing, TV adverts, newspaper and magazine advertisements, direct mail packs, email campaigns, websites, exhibition stands, road shows and liaising with art designers, copywriters, media buyers and printers
- Reduced cost-of production metrics while increasing overall production volumes and conversion Developed also as Managed all touch points including different marketing forms and new customer acquisition initiatives
- Develop productive relationships with sponsors; market intellectual property of the Department

ACHIEVEMENTS

- Because of my strong impersonal & strategic skills, Selected as a assistant manager in marketing by monster jobs in the same year.
- Got a Chance to shoot the scene of movie BHAG MILKHA BHAG
- Work with ANURAG KASHYAP for the movie BHAVESH JOSHI

PERSONAL DETAILS

- **DATE OF BIRTH** : 24/03/1994
- **MARITAL STATUS** : SINGLE
- **NATIONALITY** : INDIAN
- **KNOWN LANGUAGES** : ENGLISH & HINDI
- **HOBBY** : READING BOOKS MARKETING STRATEGY AND RESEARCH

Heads Up For Tails

Digital Head / Strategist

July 2018- July 2019

- Build, plan and implement the overall digital marketing strategy.
- Research products, services and current strategies to identify new opportunities
- Analyze web traffic metrics and suggest solutions to boost web presence
- Monitor SEO/SEM, marketing and sales performance metrics to forecast trends
- Managed different ad campaign for brand at Amazon and Flipkart. with On Page SEO and allowing targeting keywords for higher search results.
- Liaise with Marketing, Sales, Design and Content teams to optimize customer experience and ensure brand consistency
- Manage a handsome PPC budget to achieve pre-agreed channel targets
- Plan and monitor the ongoing company presence on social media. Launch optimized online adverts through Facebook, Instagram, Google ads, etc. to increase company and brand awareness
- Utilize financial data and analysis in strategic decision making to meet company's ROI and budget requirements

Kaya.in

Brand Consultant

Dec 2017 - May 2018 (Contract Base)

- Identifying the value of branding in achieving the company's business objectives
- Provide productive solution with different platforms like amazon, nykaa, flipkart and increase the companies revenue by 18%.
- Create brand reputation campaign that allow customers to knock our online door through the E-commerce market place.
- Increased conversion rates, reduced bounce rates, and improved ROI by monitoring analytics reports and adjust accordingly

Mount Wolf Entertainments

Managing director

Mar 2014 - Nov 2017

- Creating, communicating, and implementing the organization's vision, mission, and overall direction
- Leading the development and implementation of the overall organization's strategy.
- Run film production service, worked in several projects in Bollywood.
- Managed ATL & BTL activities By own.
- Create Events and trade shows for Clients also provide the best marketing solution Offline.

Monster jobs

Digital Marketing

Jan 2013 - Dec 2014

- Assist marketing head with strategy execution and marketing research.
- Organized Digital marketing campaign and events.
- Execute team with innovation on different projects Coordinate with team and all Online activities
- Provide administrative support to the marketing department