



HITESH CHHABRA

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Experience

OCT 19-Till Date | SHALIMAR PAINTS LTD. | BRAND LEAD

Handled the gamut of Branding & marketing activities for Shalimar Paints. Responsible for conceiving & executing communication & promotion strategies with focus on increasing brand awareness and building market share by developing the Brand Plan within the specified marketing budget. Spearheaded the TVC/Video Content, BTL activities, In-store and Retail, POS & merchandising, dealer and painter meets, PR and Marcom, Company tours. Instrumental in driving the Digital Media - Websites, Social Media, SEO etc.

AUG 17-OCT 19 | KAMDHENU PAINTS LTD. | SENIOR BRAND MANAGER

Instrumental in the creation and execution of Kamdhenu Paints' advertising and branding initiatives and ensuring that it is in support of the business's and sales team's initiatives through different media channels - ATL/BTL, Events and Activations, Digital Marketing and PR. Responsible for media planning, creative development, metrics, market research, and vendor management. Developed brand solutions leveraging print, radio, digital and other media touch-points.

Successfully launched Kamodual - A one of its kind Dual functionality Emulsion Paint across India.

OCT 15-AUG 17 | TRAFFIC JAM COMMUNICATIONS | HEAD - CLIENT SERVICES

Headed the client servicing vertical of a brand driven, integrated marketing communications agency to provide path breaking Branding, Advertising and communications solutions to clients. The scope of work included Advertising, PR, Brand Strategy, Branding, Retail, Digital Marketing, Radio, Outdoor, Events, Print production, Merchandising.

Clients: Zeta | Argus Energy | Beam Global Sprits & Wines India Ltd. | Intuit India Software Solutions Pvt. Ltd. | IDLI King | Association of Organic Farmers TrulyMadly | Platinum Stones Pvt. Ltd. | Yojna Builders & Developers Ltd. | Vami | Bluebird Water Purifiers

JAN 13-OCT 15 | KENSTAR (VIDEOCON GROUP) | DY. MANAGER - MARKETING

Handled the gamut of marketing activities for Kenstar Appliances. Responsible for increasing target consumer awareness of the brand in a competitive market. Designed and executed communication & promotion strategies with focus on increasing brand awareness and building market share. Employed a variety of communications tools. Facilitated integration of marketing, merchandising, product development and other departments as appropriate, worked with external marketing agencies to get consumer insights and implement the recommendations. Implemented Digital Marketing techniques to create digital presence of the brand

JAN 11-JAN 13 | HAKUHODO INDIA | ACCOUNT DIRECTOR

Brand & Strategic Planning, Advertising and communication development, Media Planning, Buzz creation & activation for various clients

Clients: Toshiba India Pvt. Ltd. (Corporate, Consumer Products, Personal Computing divisions), Suzuki Motorcycles India Pvt. Ltd.

DEC 08-JAN 11 | DENTSU INDIA | GROUP ACCOUNT MANAGER

All India marketing communication activities across all consumer touch points, thus developing 360-degree plans Ensuring all plans & activities deliver on brand saliency Coordination with the regional & global teams in Tokyo (both agency and client side). Conceptualizing, Planning and implementing events and activations. Handled complete operations of the business/brand, ensure synergy of all activities across regions & branches of MSIL, Budget Planning, Marketing tie-ups & promotions.

Clients: Maruti Suzuki India Ltd. - Ritz

NOV 05-DEC 08 | FCB ULKA | SENIOR CLIENT SERVICING EXECUTIVE

Managing operations and smooth functioning of the client's businesses via creative development and implementation. Regularly planning & implementing the brand audits and analyzing and reporting the same to the client. Tracking the competition and analyzing the same on monthly basis

Clients: GPI | Usha International | HCL Infosystems | Bausch & Lomb | Tata Indicom | Naukri.com | Jeevansathi.com | 99 Acres | Bata | Reserve Bank | NHA

Internship

APR 05-JULY 05 | REDIFFUSION DY&R

References

To be provided on request

ABOUT ME

A BRAND MARKETER, LEARNER AND A PROFESSIONAL WITH OVER 15 YEARS OF EXPERIENCE IN DRIVING BRANDING, MARKETING, DIGITAL MARKETING, PUBLIC RELATIONS & MARKETING COMMUNICATIONS OF VARIOUS BRANDS; TARGETING OPPORTUNITIES IN THE SIMILAR PROFILE IN THE ORGANISATIONS OF REPUTE.

EDUCATION

- 2004-2006 PGDBM (MBA), NEW DELHI INSTITUTE OF MANAGEMENT, NEW DELHI - FULL TIME
- 2001-2004 BACHELOR OF COMPUTER APPLICATIONS, GURU GOVIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI - FULL TIME
- 2000-2001 ST. CECELIA'S PUBLIC SCHOOL, NEW DELHI, CBSE, STD. 12TH
- 1998-1999 ST. CECELIA'S PUBLIC SCHOOL, NEW DELHI, CBSE, STD. 10TH

SKILLS

MS OFFICE	<div></div>
GRAPHIC DESIGN	<div></div>
VIDEO EDITING	<div></div>
MOVIE MAKING	<div></div>

AWARDS AND RECOGNITIONS

- Best Client Servicing Professional Award - 2012 by Hakhodo India
- Best Agency Professional Award - 2017 by AVP Media
- Alumni Professional Award - 2017 by NDIM

CERTIFICATIONS

Google Certified Advanced Digital Marketing Course from Edupristine, New Delhi - Comprising of Google Analytics, SEO, SEM, SMM, Email Marketing, Lead Management, Blogging, Link Creation etc.

INTERESTS



Theatre | Biking | Blogging | Movie Making | Cooking | Poetry