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Bharti Gosain

Marketing and Communications

Result focused marketing professional having more than 10 years of experience in localize marketing, franchise expansion, and media planning. Past track record of improving ROI and increasing customer engagement through multifaceted marketing campaigns. Hired, trained and built productive digital marketing team in house.



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**SKILLS**

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| --- | --- | --- | --- | --- |
| Google Adwords | Event Management | Branding | Advertising | Social Media Marketing |
| E Mail Marketing | BTL Activations | Reputation Management | B2C | B2B |
| Filmora | Adobe Illustrator | SEO | Marketing | Communication |
| Lead Generation | SEM | PPC | PR | Google Analytics |

# **WORK EXPERIENCE**

## **Assistant Section Leader - PR, India & Sri Lanka**

## **Kumon India Education Pvt Ltd** 12*/2015 – 02/2020*

***Japanese organization, offering Math and English program through franchise module.150+Franchise centers in India and Sri Lanka.***

* Developed, implemented, monitored and evaluated internal and external marketing communications strategy as per global standards maintained across 56 countries
* Worked closely with a sales team for preparing a media plan for B2C and B2B verticals of the business. Generated qualified sales lead through localized campaigns for 150+ franchise partners and planned campaigns for retention
* Conducted marketing activities across the following channels – schools, apartments, corporate, mall, events, OOH, Newspaper, TVC, FM, In Theater Branding
* Looked after various alliances and tie-ups with external brands and sponsorships
* Created a marketing calendar and budget. Ensures timely completion of all activities within the assigned budget
* Reputation Management of the brand through website, social media and other online platforms
* Worked closely with other vendors related to events, exhibitions, printing, media houses, corporate gifting, etc
* Supervised and steered various creative, branding, and designing jobs. Responsible for designing of all franchise centers as per brand guidelines
* Measured performance of the marketing campaign and reported to the Japanese management
* Conducted workshops and training sessions for franchise development and internal communication
* Working understanding of Google Adwords, Google Consol, Analytics, Alerts, Trends, Zoho, YouTube, Office 365, Mailchimp, Benchmark, Google Suite, Ubersuggest, Talkwalker, Facebook Business Manager, Wordpress and LinkedIn Ads
* Conducted an internal and external survey for understanding consumer behavior
* Produced and executed various collaterals ranging from newsletters, product literature, press releases, internal and external e-mail campaigns, print adverts, POS collaterals
* Organized PR events along with PR agencies for sharing our success stories. Plans and executes events and promotions

***Achievements:***

Created the online presence of Kumon from scratch, due to which all franchise centers start getting 95% of the inquiries through online platforms. Created social media platforms and planned content strategy for each channel. By executed the loyalty program attrition rate of the existing count reduced by 20%. Created brand guidelines for creating consistency in all franchise centers. Initiated SEO in the organization and revamped the website.

**Successful Campaigns: “Kumon Right Nudge for your Child”, “Master Math and Enrich English”, “Frame to Fame”, “Sharma ji Ka Beta”, and “Face of Kumon”**

## **Marketing Manager (Admissions & Outreach)**

## **Jagan Nath University** 03*/2013 – 12/2015*

***University established in 2013, offering UG & PG courses. It is established and governed by JIMS Group.***

* Planned and executed BTL marketing campaigns for meeting the University admission goal in each stream
* Conducted workshops in the schools for educating students on various career options
* Created brand awareness through online and offline platforms
* Media Planning and vendor negotiation
* Plan and executed counseling sessions
* Prepared inquiry management system as per the admission process
* Supervised and steered designing of marketing collateral
* Coordinated with production houses on Video production and Photoshoot
* Coordinate with department HOD’s for creating marketing collaterals

***Achievement:***

As a first marketing person at a University, I got an opportunity to explore various mediums. After doing effective marketing in the 1st year, giving 100 enrolments in most of the streams.

## **Direct Sales Manager**

## **Mahindra Holidays and Resorts India Limited** 03*/2013 – 12/2015*

Mahindra Holiday & Resorts India Limited is a part of the Leisure and Hospitality sector of the Mahindra Group.

* Conversion of leads into sales was my responsibility
* Planned and organized daily work schedule to call on existing or potential prospects
* Delivered product presentation on fixed appointments, closed the sales call and services existing accounts was my key responsibility
* In addition to the sales duties, was assigned in various marketing campaigns

***Achievement:***

Achieved an employee of the month award by individually contributing 50 Lac revenue in one month.

## **Business Development Manager**

## **NDTH Pvt Ltd** 02*/2009 – 03/2011*

Channel Partner of Exxon Mobil Lubricants.

* Developed business through distributors in a Delhi territory was my responsibility
* Search new potential distributors in the assigned territory
* Educate dealers staff about the product & increase the off take at the outlet
* Ensure adequate inventory coverage & distribution of effective products evaluating performance
* Monitored distributors sales & marketing activities
* Monitoring competitor activities and devising effective countermeasures

***Achievement:***

During my tenure, I tied up with Maruti Suzuki, Mercedes, Hyundai, and General Motors dealers. I have attended training and workshops on the Distribution Management System.

**EDUCATION**

# MBA – Marketing, International Management Institute, Belgium (2007-2009)

# PG Diploma- Hotel Management, IHM Pusa Delhi (2005-2007)

# BA – Political science Hons. Delhi University (2002-2005)

# **CERTIFICATIONS**

* Advanced Google Analytics
* Advertising on Facebook
* Brand strategy,
* Lead generation through Social Media platforms
* Adwords
* Google My Business
* Google Analytics

# **FREELANCE PROJECTS**

# **Act Paperwings (NGO provide women empowerment and sell goods created by local artisans)**: I am working on social media content creation and paid campaign as per API’s (April 2020-till now)

# **Portamento India (Ad Agency started in 2020, based at Guwahati):** I am working here as aMedia and Marketing manager on project basis. Responsible for various client portfolios. (June 2020-till now)

# **Expro (Electronic Accessories):** Working on social media and marketplace promotion, and POS designing (Aug 2020-till now)