

Salik Khan, Marketing Professional

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Seasoned professional for Strategic Marketing & Sales with more than 5 years of broad marketing experience across industries and **International markets in B2B and B2C** domains. Tenacity to succeed & the ability to channelize that energy provides creative, innovative, enthusiastic and forward-thinking leadership in a team environment. Focused on achieving continuous, improved business performance

PROFILE SUMMARY:

- Spearheaded processes with expertise in establishing best practices of **marketing communication, Media planning through innovative promotional campaigns** capable of expanding market share and targeting potential customers
- **Digital** –Worked closely with **Maybank, Toyota, Samsung,Taxiforsure, Happy creatives, Gozoop** etc for developing custom **marketing dashboards** for **digital analytics** and various agencies for digital media monitoring solutions
- **Conventional** – Events, exhibitions & activation for brands like **SAB TV, BMW Ventures, HERO Motor Corp. Gopal Group (Crispetts, Tat-O, Lalaji Namkeen, Gopal Elaichi), Viom Networks, Murginns, D.S .Group** etc
- Proven ability in identifying prospective consumer segments, **growing with channel partners** in an efficient manner and **ensuring channel operational excellence**

SIGNATURE STRENGTHS:

- Strategic Marketing & Sales, Internet and email marketing ,content management
- Leadership and Team Building
- Public & Media Relations, Media Planning & Buying
- International Alliances and Affiliate Marketing
- Budgeting & allocation
- ATL & BTL Event Planning & Execution
- Customer Relationship Management

PROFESSIONAL EXPERIENCE AND ACHIEVEMENTS

ThoughtBuzz - To The New Ventures

December 2014-Present

Senior Manager- Strategic Marketing & Alliances

- Developing revenue generating partnerships with resellers, brands and service providers.
- Collaborate with sales, product development, global operations and solution engineers to craft the product as per the requirement in the market.
- Drive sales through external reseller utilizing direct and indirect sales.
- Lead efforts with Account Manager to evaluate, identify and secure large product channel deals.
- Analyzing customers market conditions and competitor data in order to formulate strategies.
- Planning strategies and tactical marketing campaigns for existing and upcoming solutions.

- Created several pricing strategies for new and existing products for multiple markets.

ACHIEVEMENTS

Started sales in India when user base was 1000 globally for the platform through agencies across the country and gradually opened multiple geographies through channel partners.

- Started **Thailand** by tie up with a technology solution reseller Mob-Axis helping the brand penetrate in a new market without marketing spend.
- **White Labelling** being my initiative generated additional revenue from existing clients.

Mic N Melons Pvt Ltd

March 2013 – Nov-14

Founder

Successfully Co- Founded Mic N Melons, a Marketing Solutions Start up with a turnover of more than **USD 3000000**, within a span of less than 2 years.

ROLE

- Spearheaded all planning activities from **concept to execution for events with up to USD 5, 00,000 budgets.**
- Sourced and developed leads via assertive cold calling, Lead all product development from **concept to market launch & managed client relationship lifecycle.**
- **Digital campaigns, event budgeting, SEM, SEO and Media teams for optimized results.**
- **Developed Sales tools Data Sheets, Website copy, Presentations, Press releases, Blogs for core verticals**
- Established and built **successful partnerships** with vendors, **top notch** event management companies and production services companies.
- Grew key accounts from **13% to 75% in first year.**

ACHIEVEMENTS

- Planned and Executed school **Activation** Campaign **Tat-O chips** which helped them in increasing the share by **25%** and sales by **500%.**
- **Crispetts (Multi grain chips)** Pan India **Sampling** displayed a mounting growth in sales; Revenue jump by **70 and 85 percent** respectively.
- **Developed Intellectual property Kidzoo Camp (Mic N Melons I.P.)** - Kids Carnival cum two day exhibition involving **Chotta Bheem** and **Balveer** from **SAB TV** with more than **20 sponsors and 60 exhibitors.** Got the event covered in all the **leading publications across print, electronic, radio and digital** and witnessed **footfalls of more than 25000 per day.**

Postmygreetings.com

May-12' to March 2013

Manager – Marketing

- Developing **Digital Marketing Strategies** with apt balance between organic and paid marketing to drive online traffic to the website to increase the market share.
- Brand Management, **Digital PR, Email and Content Marketing** etc.

ACHIVEMENTS

- **Planned marketing campaigns for POSTMYGREETINGS.COM** which travelled from a user base of approximately **6000 to 50000 in 9 months** through various **Alliances and Affiliate Marketing** when it was bought by Quick Labs in March 2013.
- **Alliances/ Cross branding** campaigns with **CCD and DAV School Pan India** gave a boost to the user base, **Cyber café online registration campaign in Delhi and Punjab** gave a sudden jump to the user base by **20,000** at the user acquisition cost of less than **Rs.4/-**.
- Established an offline wing of **Corporate Gifting** and generated revenue of approximately **\$50000** for **Diwali 2012** as a **pilot run** with a team.

IIPM-MBA Final Year

July-11 to May 2012

Assistant Manager – Events & Corporate Relations

- Managing all Events in IIPM and Sponsorships/Business Development.
- Alliances and Channel Partnerships
- Managing and leading a team

ACHIVEMENTS

- **Sponsorships** from brands like **YAMAHA, HERO, POSTMYGREETINGS.COM, HARD ROCK CAFÉ, MONTE CARLO** worth **USD 30000**
- **Intellectual Property - “Feteville”** Marketing tool for admissions for IIPM & now an annual property; witnesses a footfall of at least **700-1000 per.(Sponsored)**
- **Marketing campaigns for 4Ps** Annual Global Business Quiz **“DARE 2011”** hosted by **SHAHRUKH KHAN** at IIPM which involved **outdoor branding, Print and Radio in Delhi NCR** witnessing footfalls more than **7000**.

INTERSHIPS

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|--------------------------|----------------------------|
| • Nokia Siemens Networks | Marketing & Communications |
| • Hindustan Times | Marketing Executive |

EDUCATIONAL QUALIFICATIONS:

Masters in Business Administration (MBA) in Marketing with a specialization in International Marketing from IIPM, Delhi in June 2012.

Post Graduate Diploma in International Business H.L. College, Ahmedabad in June 2009.

Bachelor in Commerce from (Sydenham College) Mumbai University in June 2008.

INTERESTS:

Driving & Cricket