



RAVI KUMAR CHANDEL

BRAND MARKETING MANGER

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Address: House No. 47, W.No. 16, Nr. Gangsar Mandir, Ucha Vehra, Khanna - Ludhiana, (Punjab.) INDIA.

CAREER OBJECTIVE

I am ready to accept the challenges, utilizing my technical skills, would like to work with a highly esteemed company and any other department which gives me a platform to use my expertise and skills for mutual growth and benefit of company and myself.

STRENGTHS

Dedication towards work | Quickly adaptable to any work environments | Ability to work both independently and in groups | Ready to acquire new skills in relevant technology and business areas | Positive attitude and strong belief in teamwork.

KEY SKILLS

- Handle ATL & BTL activities Independently.
- Advertisement & Branding by way of highlighting new launches.
- Annual Advertising Budgeting | ·Work with Add agencies. ·Public Relations. | ·Product Campaigning. | ·Vendor Management.
- Team Management.

ACHIVEMENT

- Sponsored Lucknow Super Giants Cricket team in IPL @ Shyam Steel Manufacturing Ltd.
- Endorse a Celebrity - Through Add Agency @ Neva Garments Ltd.
- I am starting my career as a DTP Operator in Desh Bhagat University, get promoted within 2 Years as Sr. Graphic Designer.

ACADEMICS QUALIFICATION

- Bachelor in Journalism and Mass Comm (Advertising).
- Diploma in Graphics.

SOFTWARE KNOWLEDGE

- Coral Draw
- Adobe Photoshop
- MS Office

LANGUAGE KNOWLEDGE

- English
- Hindi
- Punjabi

PERSONAL DETAIL

- Mother's Name: Smt. Reshma
- Father's Name: Late Dr. Anil Kumar
- Date of Birth: 18-Jan-1987
- Marital Status: Married
- Nationality: INDIAN

TOTAL WORK EXPERIENCE 17 YEAR's

- **CURRENTLY WORKING WITH SHYAM STEEL MANUFACTURING LTD.**

Designation: **Branding Manager** (Oct 2022 to till working).

Responsibilities:

- Develop Annual Branding Plans, Branding Budget and Annual Branding Calendar.
- Monitoring all Branding Activities Internally & Externally.
- Handle ATL / BTL Activities.
- Coordinate Media Providers for ATL.
- Developed New Vendors.
- Execute Branding Plans for Indoor and Outdoor Activities.
- Plan Distributors and Dealers Meet.
- Visit's Dealer's outlets for market insights.

PAST EXPERIENCE

- **VARUN BEVERAGES LTD.**

Designation: **Marketing Head-Ludhiana-Area** (Aug 2021 to Oct 2022).

Responsibilities:

- Developed various programs for increasing brand presence in market and facilitated sales.
- Prepared campaigns focusing on various products, highlighting its key features.
- Managed implementation of marketing strategy.
- Analyzed marketing programs and ensured facilitation of consumer awareness of products.
- Determined calendar for trade promotions and developed ways to maximize effectiveness promotions.
- Identified best practice of retail promotions and developed various ideas around it.
- Expertise in creating a marketing program for retail outlets.
- Strong project management skills, such as time management, organization, and leadership, gained through managing numerous projects.
- Conduct surveys to better pinpoint potential markets for products in the retail sector.
- Evaluate various marketing strategies to better understand areas where improvement can be made.
- Handle Below the Activity.
- Coordinate Media Providers.
- Crack National and International Hotel's Chains.
- Product Relaunching Activities.
- Developed New Vendors.
- Execute Marketing Plans for sale ROI.
- Meet Distributors for Achieving Monthly Target's.

- **BEEHIVE FARMS PVT. LTD.**

Designation: **Brand Marketing Manager** (Dec. 2016 – July 2021).

Responsibilities:

- Handle BTL Activities.
- Co-ordinate Add Agencies.
- Graphics Amendments and Development's as per requirement.
- Products Packaging.
- Product Launching.
- Dealing with GS1 for Product Barcodes.
- Vendor's Development.

- **NEVA GARMENTS LTD.**

Designation: **Assistant Brand Manager** (April 2015 – Nov 2016).

Responsibilities:

- Look after Pan India for Brand Execution work like: ATL/BTL/TTL.
- Prepare Annual Budgeting for Branding.
- Dealing with Add Agencies for TVC's Campaigning & Graphic Creative.
- In-door/Outdoor Publicity.
- Handel BTL Activities.
- Organized Quarterly Distributors and Retailer Meets.

- **DESH BHAGAT UNIVERSITY.**

Designation: **Sr. Graphic Designer** (March 2006 – Sept. 2014).

Responsibilities:

- Supervise Backend Graphic Designers for Creative's.
- BTL Execution work like: Hoardings, Flexes, Bus Shelters', Flyers, Droop-Downs, Kiosks, Sandwich, Folders, Wall Paintings, Wall Wrappers.

DECLARATION

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.

(Ravi Kumar)