**SHAMMI DAHIYA**

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Haryana, INDIA

[**EMAIL**shammidahiya05@gmail.com](mailto:EMAILshammidahiya05@gmail.com) **NATIONALITY**Indian

**DATE OF BIRTH**20.11.1978

**LANGUAGES** Hindi:Native Speaker

English: Fluent

German: Intermediate

**PROFESSIONAL SYNOPSIS**

* Expertise in **Marketing strategy, Digital Marketing, Advertising, Events, Brand Strategy, Corporate and Consumer Communication** with **International exposure.**
* Demonstrable success in a variety of business and functional leadership roles in traditional and new age technology driven businesses.
* Hands on Experience for providing services across industries like **Banking**/ **Retail / FMCG / Insurance / Telecom / Education organizations**/**Hospitality / Real Estate/ IT& Technology & Automobiles.**

**BRANDS worked with:-**

MARVEL GROUP INDIA, KOHLER INDIA, BUDWISER, REAL VISTA, ESSENTIA BHIWADI, DIGIWORLD, ASTAL PIPES, VOLVO, GENERAL MOTORS, TOYOTA, GROW MORE, LITE JOY, ORRIS GROUP, PEARL INFRASTRUCTURE, AMR, SPA GROUP FOOD PANDA, QUBA MOBILES, KOTAK BANK, ICICI, SAMSUNG, CAPITAL INFRATECH DUKES INDIA, MANAV RACHNA UNIVERSITY, SUNDERDEEP EDUCATIONAL INSTITUTIONS ,POLY PRODUCTS GHANA LTD, POLY TANKS GHANA LTD, POLY SACKS GHANA LTD, POLY KRAFTGHANA LTD, SAARA (HONGKONG) LTD, SONNEX PACKAGING & PLASTIC INDUSTRIES, SOMOCHEM LIMITED, SOMOTEX, ELECTROMART, SOUTH WEST ESTATES, SARA CAPITAL & MASCO FOODS LIMITED (HOLDS THE SOLE FRANCHISEE RIGHTS FOR KFC BRAND OF RESTAURANTS IN GHANA)

**EDUCATION**

April 2021 – July 2021**Digital Marketing Certification Course**

New Delhi, India

### Focus: Search Engine Marketing. Social Media Marketing, Content Marketing &

### Strategy, Digital Media Planning and Buying, Email Marketing, Affiliate

### Marketing

May 1998 - May 2001 - **Merit Swiss Asian School of Hotel Management**

**Hotel Management Catering Technology***;*

**Focus**: Food and Beverage Management,Marketing - Tourism and Strategy,

Properties of Development and Management, Marketing of Hospitality Services

Sales & Marketing Operations,Front Office Operations.

Jan 2001 - Jan 2001 - **Frankfinn Management Consultants**

**(**A Div. of Frankfinn Aviation services (P) LTD**.)** New Delhi, India

**Diploma in Cabin crew (7 Days)**

May 1999 – Sept 1999**Complete Industrial Training** at **Hotel Le Meridien**, New Delhi, India

**WORK EXPERIENCE**

Aug 2020 – Till Now **Marketing Consultant (Freelancing)**

* Develop and implement a marketing strategy according to objectives and budget
* Study company profile and operations to understand its marketing needs
* Provide advice on branding, positioning, communications and other marketing issues
* Develop and nurture long term relationship with in house teams and external vendors
* Give direction to marketing efforts with the most effective methods and tools
* Keep abreast of emerging trends and share best practices knowledge and insights

Aug 2019 - July 2020 **Head Sales & Marketing at CREATIVE BRANDCOM PVT LTD, New Delhi**

(Creative Brandcom is a 36O degree marketing company is where the company caters to end to end

needs of the customer. Ranging from Print, Mail, Phone, Electronic media, Broadcast the company

does it all for its clients.)

* **Responsible and accountable for the** **end to end Marketing Development, Innovation Development and Brand Performance of all** **Power Brands in India and in International market.**
* Responsible for Digital Marketing Management for every Platform.
* Responsible for launching new products Events & exhibitions
* Assets including TV spots, PR programs, digital and entertainment plans) for assigned Businesses.
* **Responsible and accountable for Marketing Development (ATL, BTL , Digital and Campaign) for all Indian & Global brand campaigns.**

July 2018 – June 2019 **General Manager - Marketing at Philbro Group – Ghana (West Africa)**

**Philbro Group** is into P-Mobile Communication and Philbro cooking oil.

(Philbro cooking oil is the leading supplier for containerized palm based cooking oil from world’s major

Palm oil producing countries, operating from four factories in Ghana, Liberia, Ivory Coast & USA.)

* Managing marketing operations for achieving increased growth and top-line profitability
* Identifying the targeted markets.
* Analyzing latest marketing trends and tracking competitors activities and providing valuable inputs for fine tuning sales and marketing strategies.
* Distribution & Marketing Management.
* Monitoring marketing activities; implementing effective strategies to maximize sales.
* Planning for organizing & conducting training & development programs for dealers / dealer’s manpower.
* Developing the Product Line up, basis existing and future trends.

Oct 2015 - Nov 2017 **Group Marketing Head at Mohinani Group – Ghana (West Africa)**

**Mohinani Group** is a diversified group in Africa, Asia & Europe. The business includes manufacturing (plastic

& packaging products), Distribution (consumer durables, Electronics, electrical products), Retail (automation,

Tyre, Building Material), International Trade (polymers, Chemicals & commodity raw materials), Real Estate

, hospitality& Restaurants.

Companies under the Group includes – **POLY PRODUCTS GHANA LTD, POLY TANKS GHANA LTD, POLY SACKS GHANA LTD, POLY KRAFTGHANA LTD, SAARA (HONGKONG) LTD, SONNEX PACKAGING & PLASTIC INDUSTRIES, SOMOCHEM LIMITED, SOMOTEX, ELECTROMART, SOUTH WEST ESTATES, SARA CAPITAL & MASCO FOODS LIMITED ( HOLDS THE SOLE FRANCHISEE RIGHTS FOR KFC BRAND OF RESTAURANTS IN GHANA)**

* Responsible for launching new products; creating strategic marketing plans and budgets; developing advertising and direct campaigns; conducting market research surveys; on-ground promotions and reviewing/auditing marketing plans
* Responsible for advertising plans and budgets.
* Managingadvertising and media agencies.
* Overlooking teams work on various online campaigns. Associating & managing various vendors to ensure timely & quality execution of all campaigns.
* Prepare month-end overviews of current activities, and monthly revenue forecasts, plus plans for future developments.
* Managing a team of digital marketing specialists & overlooking their deliverables towards assigned work.
* Organising exhibitions, events, sponsorship to retain the brand image in market and managing area-wise, product- wise and month-wise BTL activities (Mailers, Posters, Press Releases, Award Functions, etc.) plans in coordination with area distributors and executing them.

June 2010 - April 2015 **Head Marketing at Creative Brandcom Pvt Ltd New Delhi (India)**

March 2008 - May 2010 **Area Manager at ICICI SecuritiesMARKETING MANAGER**(subsidiary of ICICI

Bank Ltd. The company beganits operation in May 1995 and continues to grow its ...)

April 2006 - April 2008 **Marketing & Operation Juice Zone India (A Unit of Cogent Group)**

May 2001 - March 2006 **Marketing Manager at Vibrant Esp. (Event Management Company)**

**ACHIEVMENTS**

* **Awarded as Second Best Area Manager in Pan India for second highest Sales in North Region for 2009-2010 BY**

**ICICI Group.**

* **Awarded as Top Area Manager – North for quarter Two & Three for the year2008-09**
* **Awarded as Best Area Manager for clearing highest rejections in north Region for 08-09.**
* **Delivered maximum sales growth to the company.**
* **Launched 50 acre project of** Real Vista group**.**
* **Successfully Launched project of** Essentia Bhiwadi.
* 5 times played Nationals in Netball from Haryana State.
* Played Hockey up to Zonal Level.
* Played javelin throw and discus throw up to state level.

**COMPUTER SKILLS**

* MS Office (Word, Excel, Outlook, PowerPoint
* Presentations/Slideshows (PowerPoint, Google Slides, OpenOffice Impress)
* Social Media (Facebook, Twitter, Instagram , LinkedIn)

**EXTRA-CURRICULAR ACTIVITIES**

* Love to Participate in Seminars Related to International Business and Marketing to update my Knowledge.
* **Volunteering & fundraising for against child Labor in the country from 2005.**
* Participate in Program for the street dogs in society and provide medical, Food and clothes for them from 2010 – till now.
* Traveling to different places & meet new people to explore their culture, their life style and their food.
* Very keen to Learn newLanguages and currently Learning German Language.
* Hobbies: Sports is my life and try to participate as much as I can so played Cricket, Badminton volleyball many more.