**NALINI DUTT**

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**JOB OBJECTIVE**

Seeking Challenging assignments in **Advertising / Marketing Strategy / Business Development** Profile in a reputed organization.

**PROFILE SUMMARY**

* **MBA in Marketing** with 9 **years’ experience** in **Advertising, Brand Management, Corporate Communications, Conferences & Incentive Trips, Digital Marketing, Events & Exhibitions, Marketing Communication & Activities, Product Launches & Sports Marketing** in Automobile Industry.
* Presently working with **VE Commercial Vehicles (Joint Venture of Volvo Group & Eicher Motors)** as **Head Corporate Communications & Brand Management**
* Worked in the capacity of **Section Head Advertising**, handling a **team of 5 members** **at Hyundai Motor India (2007 ~ 2014)**
* Member of **Marketing Activities** Department as **Management Trainee** at **Yamaha Motors India (2006 ~ 2007)**
* Excel in creating a **teamwork environment** to enhance profitability.
* Experience **in implementation of marketing and sales promotion** plans for B**usiness Generation**.
* A **skilled communicator** with sound presentation skills and efficient in building relationships.

**CORE COMPETENCIES**

**Advertising Events & Exhibitions Portfolio Management**

Brand Management Marketing Communication Sales Promotions

**Corporate Communications Marketing Intelligence Sales Planning**

Digital Marketing Media Planning & Buying Strategic Planning

**Dealers Trips & Conferences Product Launches Team Management**

**PROFESSIONAL HIGHLIGHTS**

* Member of Hyundai **Global Professional Program** & went to Korea under G**lobal Exchange Program for 2 Months Extensive Training Program**
* **Global Brand Manager** for Hyundai Motor Group among 15 professional Worldwide
* Member of **Future Leader Program** where 50 employees have been selected from 7000 employees
* Entrusted with additional major responsibilities i.e., training for **Future Leadership Assignments** and part of core team for all **Business Development Programs**, etc.
* **Best Employee of the Year** Award in Year 2009 & 2011
* **Two Fast Track Promotions** in 5 Years
* Designated ERG Member of SIAM

**ORGANISATIONAL EXPERIENCE**

**Jan’15 – Present VE Commercial Vehicles Ltd. Head Corporate Communications & Brand**

**Key Result Areas:**

* **Corporate Communications**
* Developing and executing the annual PR plan to meet the communication strategy of the company. Implementing communication strategies – internal and external, to promote business
* Assessing the company’s communication needs and developing appropriate intellectual messaging architecture and communication pyramid.
* Developing the monthly, quarterly and annual PR report for the top management and review of the implemented plans
* Assessing the need, plan and execute the Press Interactions/Press conferences/ Press releases for various product launches, initiatives, Activities, Announcements, Sales Performance etc..
* Regular Media Presence through Top Management Interviews, Product Reviews, test Drives, Corporate Stories, Marketing Activities, Dealership Inaugurations etc..
* Comprehensive PR strategy including Media Presence, Stall Coverage, Top Management Interactions, Press Meet, Literature, Event Plan etc. for exhibitions like Auto Expo, Exccon.
* Establish VECV as Industry Leaders in driving modernization in commercial vehicle transportation through Corporate Stories focused on Brand, Product, Corporate, HR, CSR, EMT Profiling, Thought Leadership Programs etc..
* Relationship Building with Key Journalists / Opinion Leaders, Arranging Media Visits to Plant, Organize Test Drives, Coordinate with External & Internal Stakeholders for Media Literature / Vehicles etc..
* **Brand Building Communication: Corporate & Heavy Duty Trucks Segment**
* Developing and implement new initiatives to build the Corporate Brand, based on the key brand statements and values
* Build a distinct premium imagery for the Eicher Heavy Duty Brand - Plan and roll out Initiatives to improvise Strategic communication and infusing the brand philosophy into all HD marketing initiatives - Planning & content support for all communication initiatives / elements
* Thought Leadership - Build Heavy Duty credibility and reinforce association with Volvo group - Present, plan and implement new strategic concepts. Liaison with agencies to roll-out the initiatives across all touch-points.
* Lead the communication, operational and commercial support events like Auto Expo, seminars,

Exhibitions, road shows, customer events and other experiential programs

* Liaison with internal teams (Product, Plant etc.) as well as the external agencies (mainline, Media, activation etc.) to ensure quality, specifications and timelines are met on key initiatives.
* **Digital and Traditional Media Management**
* Liaising with the media agencies & various publications/networks for roll out and execution of Brand campaigns centrally for better quality and monitory control
* Assessing, Planning & Developing the annual Media plan to ensure the regular Brand Presence through effective Media Mix. - Monthly Trade Journals, Corporate Campaigns, Strategic OOH Locations etc..
* Support respective Product Verticals/ After Market/ DDC with Media Campaigns through need based plans of Strategic Media Mix
* Manage Digital Marketing for various Eicher Corporate and Heavy Duty Brand on varios Digital Platforms like Social Media, Web Display Advertising, mobile marketing activities, Search Engines etc.
* Collaborate with the ETB Brand Communications and Product Marketing Managers to develop marketing campaigns utilizing social media, web marketing and other digital mediums.
* Track and analyze digital marketing performance by channel, programs and promotions. Define and execute CRM, PPC, SEO and SEM strategies.
* Act as primary liaison with partner agency resources to coordinate interactive marketing projects. Identify and pursue new digital tools and services to support the ETB brand sales and marketing objectives.
* Lead content, development and enhancements (M&C) of ETB brand web sites, including content, navigation, design and mobile sites.
* Develop interactive marketing tactics in collaboration with Marketing Communication Managers that support brand/product campaigns, promotions and programs, including facebook, Twitter, web, mobile, and new technology.
* Identify current and future trends in interactive marketing and provide information and recommendations on these trends and emerging technologies to the team for consideration to implement.

**Jul’07-April’14 Hyundai Motor India Limited, Delhi Section Head Advertising**

**Key Result Areas:**

* Project In-charge for **New Product Launches** encompassing **Market Research, Product Positioning, Pricing, Brand Communication, Launch Events & Activations, Sales Promotions & overall Brand Management..**
* Responsible for developing Sales & Marketing Strategy for **New Products, Countering Competition, Refreshing Current Product Portfolio, Long Term Business Planning** etc..
* Responsible for implementing strategies towards **Brand Enhancement, Market intelligence impacting business volumes and growth**
* Evaluating financial aspects of Product Development, such as **budgets, expenditures, return-on-investment and profit-loss projection**
* Responsible for **360 Degree Brand Visibility** through **TV, Print, OOH & Ground Activations** Media
* Responsible for Planning & Execution of **Auto Shows & Exhibitions**
* Responsible for Affinity Marketing & Strategic Tie- Up in order to enhance Corporate Brand image through **Sports Marketing, Premium Marketing & Lifestyle Marketing**.
* Identifying, developing, and evaluating Long Term & Short Term **Sales & Marketing strategies** for **Regional Markets** based on knowledge of **establishment objectives, market characteristics and cost and markup factors**
* Reviewing and interpreting the **competition after in-depth analysis of market information** to fine-tune the marketing strategies and **escalate business volumes**.
* Implementing **sales programs/strategies to improve** the **product awareness** in markets by **brand building and market development efforts.**
* Driving business growth through **identification & penetration of new market segments** for attainment of targets with a view to optimize revenue.
* **Evaluating performance** of sales & marketing teams against the set targets, doing need based promotion planning and providing valuable feedback for improvement.
* **Supervising a Team of 5 Members**

## Functional Highlights

## Brand Management

* Responsible for complete brand cycle of designated **Premium Hyundai Brands.**
* Project In-Charge for designing & executing **Integrated marketing Campaigns** for important Brands Launches of “ **Eon, i10,Grand i10, i20, Verna, Elantra, Sonata, Santa Fe.”**
* In- Charge of Numerous **Advertising Campaigns** to meet Sales Objectives & create **Market Awareness**
* Responsible for 360˚ launch of New **Global Corporate Brand Identity (GBCS: LIVE BRILLIANT Campaign)** of Hyundai Motor Corporation in India
* **Media Management**
* Define long-term target group & separate out individual brand TG based on statistical & researched out data
* Plan and execute adverting campaigns – briefing, execution, monitoring & reporting
* Identifying productive large media properties that have brand impact, integration & visibility.
* Planning & finalizing activity calendar and responsible for executing it
* **Activation Management**
* **National & international Auto Shows** conceptualization, strategic inputs cost evaluation negotiations & Execution : **Project Leader of Auto-Expo (2008, 2010, 2012)** the definitive automobile show in India

## Designing Product launch strategy, conceptualization of product launch events, planning at operational level for launches events

* Designed & implemented the **entire Sports Marketing vertical** in the advertising team: **Project Leader of ICC Hyundai Sponsorship Association**
* Responsible for **Merchandizing, Outdoor Advertising, Regional Marketing Budgets & Plans**
* Responsible for all **Dealers Incentive Trips and Conferences**: **Project In – Charge of** All Dealers Trips abroad
* **Team Management**
* Leading a **5 members team s**pecializing in advertising, brand visibility, strategic planning & financial expertise.
* Planning & **allocation** of **team assignment,** roles and activities. Outline time bound achievable goals for the team and guarantee delivery.
* Responsible for the **360-degree assessment**, feedback & individual's evaluation of the reporting colleagues.

**Jun’06-Jun’07 Yamaha Motor India Ltd. Management Trainee Marketing**

**Key Result Areas:**

* Dexterously handled **marketing and promotional events**
* Responsible for **Youth Marketing Activations**
* Interacted with staff to obtain potential requirements as well as performance reports
* Supervised, managed and monitored automotive service technicians and repairers
* Handled customer inquiries and respond to their needs

**Functional Highlights:**

* Planned and executed **‘Yamaha Safety Riding’**, an **awareness campaign in colleges** across India
* **Founder Member of Yamaha ROXX** which is a customer engagement program providing platform for promoting heavy metal music bands targeting College Students
* Successfully participated as a **Core Team Member in launches of 3 new brands of bike**, which were highly instrumental in Yamaha’s revival

**EDUCATION**

* **MBA** from **National Institute of Management & Technology**, Ghaziabad (Agra University) in 2006
* B.Sc. in IT from St. John's Degree College, Agra ( Agra University) in 2004
* X and X+2 from Simpkins School (CBSE Board), Agra

**PERSONAL DETAILS**

Date of Birth : 10th October 1983

Permanent address : Flat No. 303, Tower 7, Lotus Boulevard, Sector 100, Noida, U.P.

Marital Status : Married

**DECLARATION**

I hereby declare that the above furnished details are true with proven records.

**PLACE:** **Gurgaon**

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**Date: (Nalini Dutt)**