



Faisal Shakeel

Passionate and enthusiastic Assistant Manager – Brand & Product with proven ability to take things from scratch and build it up to its best that involves vision, strategy, market analysis, communication and scenario-focused engineering. Completed my MBA in Marketing from IMT, Ghaziabad with 3 years of prior experience with TCS.

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SKILLS

Digital Marketing

Product Management

Sales & Marketing

New Product Development

Media & Communication

Branding Strategy & Planning

Email Benchmark

Microsoft Office

Google Analytics

Wireframing

Tableau

WORK EXPERIENCE

Assistant Manager – Brand & Product

Colorjet India Limited

04/2019 – Present

Achievements/Tasks

- Successfully raised INR 25 Lacs with a campaign of motivating industry partners to contribute towards PM Cares Fund during COVID-19 pandemic.
- Launched an e-commerce vertical(Oxyvent) from scratch for the organization and listed products on Amazon, Flipkart, etc.
- Launched new products & was involved from product conceptualization stage to creating GTM strategies.
- Created Product Requirement documents and Wireframing.
- Created strategies by gathering customer requirements and market requirements to provide better customer experience leading to a 21% increase in repeat customers.
- Conceptualized, curated and executed multiple marketing campaigns across geographical regions leading to a 12% increase in website traffic
- Reduced service calls by 15% by creating the optimal bouquet of product documents, FAQs, service manuals, etc.
- Coordinated with various stakeholders Creative Agency / Product Owners / Sales Team / Vendors etc.
- Managed the product revenue through internal sales by creating collaterals and support at each level.

System Engineer

Tata Consultancy Services

01/2014 – 05/2017

Key Assignments/Responsibilities

- Lead the Quality Assurance team for a highly sensitive project of an American Banking Client.
- Coordinated and communicated with the client to ensure on-time delivery and meet client expectations.
- Gathered the client's business requirements, executed analysis, and requirement mapping.
- Recruited, trained and completed the performance evaluation of the team.
- Created the business requirement specifications and HLDs (High-level designs) and reports.
- Prepared and executed Test Plan, Test Snapshot and Test cases.

EDUCATION

PGDM - Marketing

Institute of Management Technology (IMT), Ghaziabad

06/2017 – 04/2019

7.58

BE - Mechanical

Rajiv Gandhi Technical University, Bhopal

2009 – 2013

75%

INTERNSHIP

Digital Marketing Intern - Carpe Diem Social Media Solutions (04/2018 – 07/2018)

- Creating and implementing communication campaigns (Brand awareness,CPM,CPC) on digital platforms for various clients such as Movies Now, MNX, Romedy Now, etc.
- Strategizing brand promotional activities on both offline as well as online mediums.
- Optimizing the campaigns (engagements,reach,impressions) by analyzing trends and the real-time performance. Cultivating and identifying strategies and creating proposals to convert new clients.
- Creating and Managing weekly/monthly reports for clientele and Senior Management.

OTHER PROJECTS UNDERTAKEN

Digital Marketing Associate - Pivotal Vitality Consultancy, India (08/2018 – 10/2018)

Worked as a campaign planner to increase reach, visibility and customer engagement

Market Research Associate - UAE Exchange, Dubai, UAE (12/2017 – 01/2018)

Worked as a market research associate analysing opportunities for the business in foreign markets

Sales Associate - Dell, GITEX, Dubai (09/2017 – 09/2017)

Worked as a sales representative and a promotional strategist developing the strategy for the promotion of the firm's products to achieve the daily and cumulative sales targets.

CERTIFICATES

Digital Branding & Engagement by Curtin University (2020)

Product Management 101 by Udemy(2020)

Digital Marketing by Internshala (2018)

Email Marketing Certificate by Hubspot (2018)

Bing Ads Professional Certificate by Microsoft (2018)

YouTube Creative Essentials by Google (2018)

Google Analytics for Beginners Certificate (2017)

Google AdWords Fundamentals Certificate (2017)

INTERESTS

Travelling

Reading

Cricket

Music

LANGUAGES

Hindi ● ● ● ● ●

Urdu ● ● ● ○ ○

English ● ● ● ● ●

Arabic ● ● ○ ○ ○

