



Raviindra Ghiwari

Marketing Manager

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Enterprising Marketing Professional skilled at Advertising, Digital Marketing and E Commerce having 10+ years of relevant experience with 360 degree branding exposure. An entrepreneur mind-set with strong expertise in creative thinking backed with analytical skills to develop, execute and monitor effective marketing campaigns. Currently seeking for a challenging position to leverage my knowledge and skills acquired over a decade to full potential.

SKILLS & COMPETENCIES

Marketing Strategy Digital Marketing 360 Degree Advertising Team Management Campaign Management
Media Buying Market Research Competitor Analysis Consumer Insights Project Management CMS
Business Development Product Launch Negotiation Skills Marketing Automation Online Selling CRM

EXPERIENCE OVERVIEW

DIGITAL MARKETING : Presently working as **Digital Marketing Consultant since 3+ years** serving local startups and also serving US & UK clients through freelance projects for their needs like Branding, Web design, Product Description, Social Media Marketing, Digital Marketing Strategies, OTA selling, SEO Analysis, Google Analytics, Email Marketing, Content Writing etc.

E COMMERCE : Worked on multiple **E commerce projects in past 4+ years** for few startups clients offering services like Product Sourcing, Product Description, Content Optimization, Online Listing, E Commerce Approach, Branding, Website Design, Portal Design, OTA listing, Competitive Analysis, Keyword Analysis, Social Media Marketing, Lead Generation, Online Selling etc.

ADVERTISING (Account Management / Client Servicing) : Worked at various forms of Advertising agencies from **Retail Branding to BTL to ATL to Online Advertising** getting **360 degree branding exposure for over 10+ years** handling Branding, Marketing Collaterals, Ad Campaigns, Exhibitions & Events, Radio Ads, Corporate Films, Outdoor Creative, Creative Development etc.

RETAILING (Prior to Advertising career) : Served as **Customer Service Executive at The Bombay Stores**, Bengaluru for **1+ year** in Books section to assist customers as part of selling books.

DIRECT MARKETING : Worked as **Direct Marketing Executive at Universal Promotion** as intern after PUC for few months selling consumer goods in residential areas, Offices and on street including outstation sales.

PRESS MEETING : Independently Organized and Scheduled press meeting for the film crew to promote the movie in Bengaluru.

INDUSTRIES SERVED : FMCG, Food & Beverage, Confectionery, Consumer Durable, Retail, Corporate, E-Commerce, Govt., Manufacturing, Financial Institution, Media, Automotive, Fashion, Industrial, IT segments, Education, Healthcare, Telecom, Pharmaceuticals, Real Estate, Hospitality, Cosmetics, etc.

TOP BRANDS / CLIENTS SERVED: Unilever, Britannia, Pepsi, Coco Cola, Cadbury India, ITC Foods, Kellogg's, Kwaliti Walls, Pro Nature, Unibic Foods, 3M India, ABB, Total Mall, Café Coffee Day, Star Suvarna, Sanyo BPL, Tata Docomo, Panasonic Brand Shop, Mitsubishi Materials, Hitachi Koki India, etc.

PAST WORK EXPERIENCES

BUSINESS HEAD (FOUNDER) SEONITICS ONLINE MEDIA

04/2017 – Present

SEONITICS is a digital venture founded by me to offer effective Branding and Digital Marketing solutions for Startups

Achievements/Tasks

- Lead the launch of a start-up Home stay with Brand Creation, Brand Building and Go-to-Market strategies within 3 months
- Spearheaded Content and Creative Strategy for 10+ Amazon Sellers with competitive analysis to optimize their listings
- Recommended Marketing Strategies for 7+ startups with brand building and marketing collaterals to launch their businesses
- Planned and involved in complete Branding for a E-Commerce client, including Brand Identity, Internal & external Branding
- Recognized emerging trends, Consumer Insights, Competitive Analysis, gathered Metrics for Ad Campaigns of key clients

MARKETING HEAD (CO-FOUNDER)

ADFLAVOURS

08/2010 – 03/2017

Bengaluru, India

ADFLAVOURS is my first creative agency with which I started my entrepreneur journey with after completion of my MBA.

Achievements/Tasks

- Won 1st project (big) from Mumbai based client with multi agency pitching for complete Re-branding of tissue paper brand
- Lead and involved in Marketing Collateral, Branding, ATL & BTL communications for 100+ clients of all sizes and types
- Responsible for winning 30+ new clients with Business Pitching and Presentation Skills resulting 20% increase in revenue
- Coordinated in Trade Shows, Website Development, Outdoor Branding, Printing, Video Creations etc., for 20+ clients
- Recommended marketing plans and activities for 10+ key clients to establish and enhance with distinguished Brand Positioning

SR. ACCOUNT EXE. (BRAND COMM.)

BEEHIVE COMMUNICATIONS

04/2008 – 05/2010

Bengaluru, India

Beehive Communication is a full Service Advertising Agency based out of Mumbai (Now Publicis Beehive).

Achievements/Tasks

- Helped Star Suvarna Channel to reach top 2nd most viewed Kannada GEC from 5th position as brand custodian
- Won my 1st 'Big Bang Award' for my concept idea given for a Radio ad to promote a movie on Star Suvarna TV channel
- Assisted senior account manager in creating retail advertisements for Total Mall and also coordinated for its publishing
- Handled a Panasonic brand shop towards creation of its ATL & BTL communications seasonally, at Bengaluru
- Responsible for identifying and pitching potential clients as a part of new business development activities for the agency

BRAND COMMUNICATION EXECUTIVE

IMAGIC CREATIVES PVT. LTD.

04/2006 – 03/2008

Bengaluru, India

Imagic Creative is a full service creative agency which is also a proud creative partner for ISRO for its marketing communications.

Achievements/Tasks

- Managed ATL & BTL assignments for Auma (MNC) including Magazine Ads, Corporate Branding, Marketing Collateral etc
- Handled few other clients like BEL, HMT, Triveni Turbines, ABB, Crane Software, Sanyo BPL, Pai International and so on
- Pitched and won few MNC clients like Hitachi Koki, Lapp India and Heidelberg Prominent as a part on new business development

CLIENT SERVICE EXECUTIVE

FOURTH DIMENSION INDIA PVT. LTD.

04/2004 – 03/2006

Bengaluru, India

Fourth Dimension is a leading Retail Communication agency serving top FMCG brands in India.

Achievements/Tasks

- Responsible for Kwality walls brand make over project managing team of over 10 people at over 100 retail outlets across Bangalore where my work was recognized by Unilever as best retail branding project among other cities of India
- Handled top notch brands / clients i.e., Unilever, Britannia, Unibic Biscuits, Kwality Walls, Cadbury India, 3M India, ABB, Unilever, Coca Cola, ITC foods, PepsiCo India, McDowell's, Kellogg's, Frito-Lay, Maaza etc. to execute for their retail branding projects

EDUCATION

MBA in Marketing

Annamalai University

2009 – 2011

Bengaluru, India

PGDBM in Marketing and Advertising

Bharatiya Vidya Bhavan

2002 – 2003

Bengaluru, India

Bachelor of Business Management

Bangalore University

1997 – 2000

Bengaluru, India

PROJECTS

E Commerce Project at Ancient Creations (2016 – 2017)

- Product Sourcing, Product Listing, Inventory Management, Online Listing, Social Media Marketing, Lead generation, Nurturing Leads, Conversions etc.
- Lead and executed DBS bank's new years personalized greetings project within limited resource

Advertising in Retail Stores at BIG BAZAAR (2002)

- Undergone Project study on 'Advertising in Retail Store Business' at BIG BAZAAR, Bangalore with combined research surveys of- consumers, Media and retailers to gain collective insights

Kwality Walls Retail Branding - Top Gun Project (2006)

- Responsible for Kwality walls brand make over project managing team of over 10 people at over 100 retail outlets across Bangalore where my work was recognized by Unilever as best retail branding project among other cities of India

Evaluation of Adcepts for Titan Watches (2002)

- Conducted in-depth research Interviewing 15 respondents to gather insights and also to find the most appealing creative print ad among 4 options presented to the respondents during the research as a part of pretesting an ad-campaign in Bangalore for Titan watches

CERTIFICATES / COURSES

The Complete Digital Marketing Course (07/2019 – Present)

By Udemey

Training on Retailing (08/2002)

By NIFT, India

Web Multimedia (07/2001 – 04/2002)

By Microtech

Diploma in Computer Application (11/1999)

By Reeds

HONOR AWARDS

BIG BANG AWARD (2010 – 2010)

Advertising Club of Bangalore

- Won award at 'Big Bang' Bangalore for my concept idea for a Radio Ad to promote a program on Star Suvarna TV channel

High Roller of Direct Marketing Agency (1996 – 1996)

Universal Promotions

- Recognized as 'High Roller' during my first job at a Direct marketing agency for highest sales in a particular period

VOLUNTEER EXPERIENCE

ORGANIZER

SEONITICS FOUNDATIONS

08/2018 – Present

Bengaluru, India

Seonitics Foundations is a CSR initiative by my startup firm 'Seonitics'. We have been contributing 2% of its net profit towards social activities.

CSR ACTIVITIES

- Contributed some essential materials to flood affected people of North Karnataka [↗](#)
- Distributed Custom designed Note Books with Inspirational messages, Snacks and Rice to Orphanage centers [↗](#)

GUEST SPEAKER

Ipreneur Startup Accelerator

2019 – 2019

Bengaluru, India

Tasks/Achievements

- Mentored startups in branding and digital marketing strategies at the early stages during the seminar

LANGUAGES

English ☒ ☒ ☒ ☒ ☐

Hindi ☒ ☒ ☒ ☐ ☐

Kannada ☒ ☒ ☒ ☐ ☐

INTERESTS

Traveling

Photography

Article Writing

Yoga & Meditation

Reading Books

Play Chess

REFERENCES

Sunil Naik, Founder - Farmstead Home Stay

“Client”

Contact: Details on request

Srinivasan, Founder, Nice Pack Printers

“Ex-Client”

Contact: Details on request