



## Radha Deodhar

Experienced in working with startups. Specialise in finding out of the box ways to grow brands at a budget.

### Get in touch!

**Mobile:**

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### Other Achievements

**Music:**

Performed on various TV channels and Radio. Been a part of multiple bands. Started a music fund in college and started events like Acoustic nights, Karaoke nights at inter level college fest with 10000+ footfall. Won over 40 awards for Singing.

Public Relations Head at PUMBA

Teacher for 2 years with NGO Make a difference where we taught specially abled kids from age 5-16 years to enhance their communication and writing skills.

Practicing and learning yoga for the last 5 years. Currently studying balanced nutrition.

### Academics

MBA 2014	PUMBA (Pune University MBA department)
B.Com	Nagpur University (Hislop College)
HSC	Centre point School, Nagpur
SSC	Somalwar Ramdaspath Nagpur

### Work Experience

#### Brand and Community Management

##### Grextter Living | Feb 2019 - Present

- Co-created the logo design and brand book
- Laid down the wireframe for Website and Grextter living App, Maintained website hygiene and developed new features regularly
- Launched all social media channels
- Created an all in-house content management team to push out regular content for social media channels, videos, blogs, vlogs and landing pages under a budget
- Templatized and reviewed all design and content work across space branding, customer support and marketing collaterals to ensure the right communication across all channel
- Brought together a community team to plan seamless offline and online events to engage the in house community of tenants
- Partnered with various artists groups for Grextter Studio.

#### Accomplishments:

Partnered with various companies like big basket, Azgo, Park +, Bounce, Laundrobasket Cloudfood.in wtc to generate a new stream of revenue for the companyConverted common spaces into revenue generating event spaces

#### Marketing Manager

##### Delight Foods | July 2017 - Feb 2019

- Managed all social media channels by planning and executing calendars and created content. It included launching campaigns and planning promotions to drive sales across its own website and various channels like Amazon, BigBasket and PayTm
- Created marketing collaterals like videos, blogs, posters, in-store promotions articles and package designing
- Created and reviewed all design and content work to ensure the right communication across all channels
- Managed dashboards and planning customer journey campaigns like onsite marketing activities, emails drips, SMS for retention and new acquisitions
- Planned in-store promotions, merchandising, discounts for all offline channels

#### Accomplishments:

- Co - designed the first of its kind airport store for Delight foods at the T2 terminal Delhi and a pop up airport store in Bangalore
- Brought down the TAT of product launch from 30 days to 10 days in 7 months

#### Marketing Executive

##### Ornua - Kerrygold| June 2015 - June 2017

- Launched Kerrygold Cheese and Butter in India
- Partnering with more premium restaurants, modern retail chains
- Partnered with Bloggers, wine companies and food communities
- Executed various food shows, recipe events, trade shows and other events

#### Account manager

##### Religare Finvest| May 2014 - June 2015

- Relationship management, Cross selling, New acquisition.

#### Junior Correspondent

##### Times of India | Nov 2010 - August 2011

Key Deliverables: Conduct Surveys, lifestyle stories, page-3 reports, interviews, editorial coordination under the guidance the Editor of Nagpur Times – Vikrant Shandilya  
Key Achievements: Managed a weekly column called Canteen Capers, interviewed for Page: Chetan Bhagat,Raghu and Rajiv, Amit Kumar, Vijender Singh