



ANKIT SRIVASTAVA

Marketing Professional

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Experience

14+ Years

Core Competencies

Marketing Operations & Digital Marketing
ATL & BTL

Business Planning

Customer Analysis

Industry Trends

Competitive Intelligence

Trend Analysis

Product Management

Product Launch & PLC Management

Competitor Analysis

Market Analysis

Sales Monitoring & Administration

Career Timeline (Recent 4)

Since 2015	2015 to 2015
Shrilakshmi Cotsyn Limited Senior Marketing Manager	Beetel Teletech Limited Area Business Head – B2B landline Business
2011 to 2015	2010 to 2014
LG Hausys India Manager Marketing & Branding	Mohani Tea Leaves (P) Limited - Assistant Marketing Manager

Profile Summary

- Monitor and Analyze market trends, Study competitors' products and services
- Explore ways of improving existing products and services, and increasing profitability
- Identify target markets and developing strategies to communicate with them
- Present findings and suggestions to company directors or other senior managers
- Support and manage marketing team.
- Managing social media strategies and execution plans that cultivated audiences, increased web presence and enhanced brand awareness
- Monitoring the success of Social Media Campaigns through media analytics, KPIs, and dashboards
- Coordinated with Marketing and Sales teams as well as key agency media partners to gather information towards analyzing efficacy and Return on Investment (ROI) of all brand management events
- Handling day-to-day Search Engine Marketing (SEM) activities including implementation, budget management, performance review, and optimization of paid search campaigns
- Reporting of campaigns with in-depth analysis on performance of keywords, ad copies, bounce rates, etc.
- Formulating digital strategy for delivering best ROI for campaigns on various result oriented matrices of cost per click

Notable Accomplishments Across the Career

Shrilakshmi Cotsyn Limited (Since Nov'15)

- As **Senior Marketing Manager** for Indian and UAE market.
- Introduced new project of "Women Bottom Wear" with new segments by setting up online marketing channel.
- BTL plans & executions for the brand visibility of Brand Name "WEAVES & Dy-Fy"
- Managing the advertising budget of Rs. 10 Crore with new trend of product positioning, visibility & new market
- Facilitates sales through Modern Sales Format by opening of 15 exclusive retail stores within 12 cities in India.
- Helps in Launching of NEW PRODUCT LINES of TERRY TOWELS resulting 15 % increase in revenue
- Achieved 100% ROI throughout
- Co-ordinate with the Management & the Agency for the TV Commercials. Handled Rs.10 Crore budget for Marketing activities and first time made a proper Branding set up with defined KRAs of team.
- Developed and launched integrated, multi-channel print, Electronic, and BTL marketing activities that propelled sales around 40% in comparison of last year figures.
- Introduced Linen segment through assessment of customer trends.

Beetel Teletech Limited (May'15 – Oct'15)

- Implemented marketing strategies which resulted in 12% growth of customer base.
- Launched of GSM FWP (Fixed Wireless Phone) with two new models in Cord Less phones which impacts a growth of 15% more percent of Market Share in Landline Division
- New Market Launched in Nepal by appointed two new distributors
- Achieved more than 125% of Targets throughout the period and achieved maximum percentage numbers among all the regions
- Introduced New Line of Business through Procurement of Orders from leading Institutions (Indian railways, IT Kanpur, ALIMCO MNNIT) with an increase of sales by approximate 15%
- Managed design of dynamic widgets focused on U.P. & Uttarakhand.

Brands Associated With



Superhouse Group

Academic Details

- **2006: MBA (Marketing & Finance)** from Kanpur University
- **2005:M.Com** from Kanpur University
- **1999: B.Com.** from Kanpur University

Extracurricular Activities

- Volunteer as Various **Blood Donation Camps**
- Yoga Practitioner and active member of Art of living

Projects Handled

- Report for causes and analysis of NPAs in Uttar Pradesh Financial Corporation
- Analyze and Report for per capita Tea consumption in Northern & Central India
- Analyze and Report for Finding Markets for Red Tea Customers

Personal Details

Date of Birth: 14th June 1981
Languages Known: English, Hindi & Punjabi
City of Residence: Delhi / Kanpur
Nationality: Indian
Marital Status: Unmarried
Passport No.: K3534793
Driving License: Indian

Initiated two key partnerships which resulted in 54% revenue growth.

LG Hausys India Limited (Mar'11-May'15)

- Increased profit margins by 30% through maximizing new product introductions.
- Supervised all marketing and planning activities to exceed Windows segment sales and margin goals.
- Increased profit margins by 130 % through maximizing new product introductions in UPVc Windows and HiMacs.
- Orchestrated launch for three new products to expand market share and generate \$ 57 Mn. revenue.
- Improvement in working of Sales Team resulting 150% growth in overall revenue within the Budget.

Mohani Tea Leaves (P) Limited (May'07- Mar'11)

- Increased profit margins by 50% through maximizing new product introductions.
- Led market launch of 2 new Brands (Mohani Red for M.P. & Eastern U.P.; Mohani Royal for Jammu & Kashmir) resulting entry and competitive edge in the respective markets.
- Increased Premium segment Tea sales and exposure by developing new packaging, collateral, and sales materials and optimizing target audience reach.
- Assisted in the development of products and services previously unrepresented in the Tea industry to increase shares in new markets by 5%.
- Worked within budget parameters to develop and implement marketing strategies by analyzing key data and consumer demographics, increasing revenue by 50% over a year.
- Worked and Systematized a Proper MIS to facilitate Trend Analysis and Segmented sales reports to control the cost and plan volume wise sales.
- Developed and launched integrated, multi-channel print, Electronic, and BTL marketing campaigns that propelled sales around 40% in comparison of last year figures.

Superhouse Limited (Jun'06-Apr'07)

- Conceptualized and launched Riding Boots in France, with emphasis on customer preferences and international trends.
- Introduced Riding Boots at Spoga Fare in Germany to European Customer base.
- Co-ordination with existing Client.
- Follow up for Orders/Inquiries with customers.
- Coordinating for Timely Supply of orders.
- Maintain relationship with exciting Customers.
- Frequent Communication with existing Clients.
- Prepare Sales Order/ Performa invoice.
- Send Quotations.