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# Balkrishna Jha

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## GENERAL SUMMARY

A self-motivated, results-oriented marketing leader with over 11 years of experience in strategizing and implementing successful brand-building programs and motivating highly galvanized teams to produce significant results for some of the respected names in the financial sector at Pan India level. Proven track record of leading a team and working with cross-functional teams consisting of diverse product lines to execute end-to-end marketing plans in urban and rural India. Creativity, Consistency, Relationship building, Flexibility, and good negotiation skills are some of the decisive skills that helped to foster the growth of the organizations.

## PROFESSIONAL EXPERIENCE

- 1) Was associated with **ADANI CAPITAL** as **MARKETING & COMMUNICATION LEAD**, was involved in conceptualising and implementing the entire communication strategy for Adani Capital and Adani Housing Finance. This includes **Brand Management, Digital Marketing, MARCOM, ATL & BTL Activations, Internal Communication** and **Public Relation function**.  
(From Sept. 2018 – Sept. 2020)

### **Job Profile:**

- a) Handle end-to-end marketing and communication function for the entire product portfolio which includes **Farm Equipment Loans, Business Loans (MSME), Commercial Vehicle Loans, Vendor Financing, Home Loans and Loan against Property**.
- b) **Digital Marketing and Content management** for the **app, website and social media** for both the companies. Working on **SEO, SMM and WhatsApp** campaigns.
- c) Strategizing and executing **Go-to-Market activities** such as – **Events, Van Campaigns, Exhibitions, Lead generation activities, Agriculture fairs, Branch Branding, Merchandising, Film and sound production** and related areas targeting rural and urban audience.
- d) **Online Reputation Management** and **Campaign tracking** for digital channels.
- e) Coordinating with **Advertising Agency, Outdoor Media Agency and Public Relations agency** for advertising, advertorials and article placements.
- f) Handled Sponsorship of **Gujarat Fortune Giants** team at **Pro Kabaddi League**. Handled all promotion and execution on the stadium and social media.
- g) Manage **Collateral Development (leaflet, brochure, etc), internal communication, Newsletters, Reward & Recognition programs, employee engagement** and related areas.
- h) Managing IVR communication in multiple languages for sales and collection teams.
- i) Budgeting, Vendor Management (printing and fabrication), Merchandising and POP.

### **Achievements**

- a) Have set up the marketing department from the initial stage.
- b) Have set up the Social Media network for both the organisation which aggregate to over 39,000+ followers within 12 months.

- 2) Was associated with **DCB BANK** as **SENIOR MANAGER – MARKETING & CSR**, handling brand management, communication and corporate social responsibility (CSR) for the bank at Pan India level.  
**(From Aug. 2016 – Sept. 2018)**

**Job Profile:**

- a) Strategizing and executing all **ATL, BTL** and **Communication** duties for DCB Banks products and services covering Retail, Rural, SME and Branch Banking portfolio.
- b) Support the branch teams in **Go-To-Market activities, branch branding, sponsorships** and other related areas.
- c) Planning and executing all **creative and media execution** across platforms through **Ad agencies, Media Agency, BTL & Event Management** companies. This covers both rural as well as urban markets across product lines.
- d) Executing all internal and external branding & communication of the Bank including:– All marketing materials like brochures, Newsletter, EDM's, Ads, Sweepstakes, HR communication, branch branding, internal events & campaigns, etc.
- e) Planning and executing all **CSR activities – tie up with NGO's, Employee engagement, Project audit, budgeting and reporting.**

**Achievements**

- a) Handled ATL & BTL execution for 300+ branches with a team of three.
  - b) Have been awarded the BEST DEBUTANT Award.
  - c) Was able to successfully integrate Marketing with CSR which had a great impact on internal and external stakeholders.
  - d) Won 9 awards for our CSR projects in a year.
- 3) Was associated with **ICICI BANK** as **MARKETING MANAGER**, handling brand management and communication duties for SME-AG division – Small & Medium Enterprise & Agriculture loan division along with SME Toolkit at Pan India level.  
**(July 2015 – August 2016)**

**Job Profile:**

- a) Planning and executing all brand communication duties for ICICI Bank's SME – AG division at Pan India level. This includes all **ATL, BTL** and **Digital marketing** activities.
  - b) Handling a unique program along with **World Bank** named **SME Toolkit** which is focused towards development of SME sector in India. Taking care of all their **brand management, alliances, and content management** and **research** activities.
  - c) Handling **creatives, media execution** and **events** through Ad agencies, Media Agency, Digital and BTL agencies.
  - d) Conceptualising and initiating **customer / prospect engagement programs & Merchandising** at Pan India level.
- 4) Was associated with **L&T FINANCIAL SERVICES (Larsen & Toubro group of companies)** as **MANAGER- MARKETING & COMMUNICATIONS (Group)** handling Brand management and Marketing communication function at Pan India level for **L&T Finance, L&T Housing Finance, Family Credit** and **L&T Distribution Services.**  
**(Dec. 2010 to Oct. 2014)**

**Job Profile:**

- a) Strategizing and executing all **ATL and BTL activities** for their **Farm Equipment loans (Tractors and Harvesters), Home loans, Commercial Vehicle loans, Car & Two Wheeler loans, Construction Equipment loans** and corporate loan portfolio.

- b) Handling the **Creative agencies, Media planning and buying agency, BTL agencies, OOH agencies** and other **Event management companies** on an on-going basis to carry out **collateral development, on-ground activations and Ad releases** in various media's across the country. This includes briefing and controlling all aspects of **brand guidelines** across collateral like leaflets, brochures, ad layouts, Newsletters, Mailers, etc
- c) Handling their **Visual Ads, Print ads (Brand building ads, Recruitment ads, Joint ads, Notice ads, Legal Ads), Radio ads, Major Exhibitions, Dealer Meets, Conferences, Collection camps, Promotional tie ups, Sponsorships, CSR and on-ground lead generation activations.**
- d) Handling **branch branding** for their Pan India branches. It includes planning and initiating all creatives and marketing materials required for the branch. Had worked on more than 170+ branches Pan India.
- e) Handling **internal communications through Newsletters, HR Messages, internal mailers, micro sites, etc.**
- f) Handled **POP**, Brand Loyalty programs and other engagement activities across product lines for dealers.
- g) Conceptualising and executing **lead generation** and marketing strategies through **promotional schemes, contest & sweepstakes** – online and offline.
- h) Planning and execution of **merchandising and printing operations** of promotional materials at Pan India level.
- i) Handling Annual Marketing & Budgeting and supporting the Product and Sales team in all possible aspects to 170+ branches.

5) Was associated with **PRATHAM BOOKS (Bangalore)** as **ASSISTANT BRAND MANAGER.**  
(June 2009 to Sept.2010)

**Job Profile:**

- a. Strategizing and executing all their **ATL and BTL activities** at Pan India level.
- b. Handling their **creative execution** (collateral management) – online and offline.
- c. Handling their **Research activities** in rural India.
- d. Coordinating on their **PR activities and website updating** on regular basis.
- e. Coordination with **Digital Marketing team** to promote their titles online.
- f. **Product Launches** and promotional events.
- g. Assisting the Brand Manager in developing and strategizing long term and short term initiatives and support the sales team to increase the reach, lead generation & initiate user trials across markets.

6) Was associated with **CLIENT SERVICING EXECUTIVE** for **CANCO ADVERTISING.** Handled advertising account of **ONGC** (Oil & Natural Gas Corporation of India) and **BPCL** (Bharat Petroleum Corporation Ltd.)  
(May 2005 to Sept. 2006)

**Job Profile:**

- i. Co-ordinating with the Copy, Creative and the Media Department to match client's requirement and meet deadlines as per the creative brief.
- ii. Handling the **Print Ads, Tender Ads, Brand Building Ads and International Journal ads, Conferences, B2B events** and branding initiatives at Pan India level.
- iii. Handling a **Brand Loyalty Programme for BPCL** called Driver Welfare Program or Dost Program which was designed for **Truck Drivers.**

## **DESIGN & MULTIMEDIA CERTIFICATIONS**

- 1) Well versed with **MS-Office – MS-WORD, EXCEL & POWERPOINT.**
- 2) Learned Graphics with software's like **ADOBE PHOTOSHOP 6.0.**  
**ADOBE ILLUSTRATOR 9.0.**  
**ADOBE INDESIGN 1.5.**
- 3) Learned Film and Sound Editing with software's like **ADOBE PREMIERE 6.0.**  
**SOUND FORGE 5.0.**
- 4) Learned CD Authoring & Titling with software's like **MACROMEDIA DIRECTOR.**  
**AFTER EFFECTS 5.0.**
- 5) Learned Morphing and walkthroughs with software called **ELASTIC REALITY.**  
**VIRTUAL REALITY**
- 6) Learned Animation with software's like **MACROMEDIA FLASH 5.**  
**3D STUDIO MAX.**

## **ACADEMIC QUALIFICATION:**

<b>EXAMINATION</b>	<b>UNIVERSITY</b>	<b>YEAR OF PASSING</b>	<b>GRADE</b>
<b>M.B.A</b> (Full time)	<b>IBS – Bangalore</b> (ICFAI Business School)	<b>2009</b>	<b>6.72</b> (CGPA)
<b>B.M.M</b> (Bachelors of Mass Media) (Advertising)	University of Mumbai	2004	First Division
<b>H.S.C</b> (Commerce)	Maharashtra Board	2001	First Division

## **ACHIEVEMENTS**

1. Was awarded the **BEST DEBUTANT** Award by DCB Bank.
2. Won the prestigious **FASTTRACK** contest to represent Advertising Standard Council of India (ASCI) & The Ad Club of India (TAC) in Malaysia at Asian Federation of Advertising Association (AFAA).
3. **Founder** and **Vertical Head** of an Industrial Interaction Club named **ION** (Industry Oriented Network) at IBS- Bangalore.
4. Won First prize for making a Documentary film at **POLARIS**, (A Wilson College Mass Media Event).
5. Won a First prize for designing a website for **KALNIRNAY** at **BLITZKREIG** (K.C College Media Festival).
6. Awarded First prize at **DAYANAND MAHOTSAV** in an Advertising Event called **AD-MASTERS** at M.D College.

## **PERSONAL DETAILS**

Father's name : Mr. R.S. Jha  
Date of Birth : 12<sup>th</sup> August 1983  
Marital Status : Married  
Languages known : English, Hindi, Marathi and Maithili  
Hobbies : Travelling and Animation

