

10 years of multi -functional experience (India and Global market) covering a wide spectrum of Integrated Marketing communications (B2B), Field Marketing, Content & Promotions, Channel / Partner Marketing, Campaign Management, Digital & Online Marketing

Key Skills:

Expertise in B2B marketing || Formulation & Execution of marketing Strategies || Strategic thinking around Product Value creation & product placement || Partner & Alliance management || Channel Marketing || Content Marketing || Brand Management || Event Management || Digital Marketing || ATL || BTL || Campaign Management || Financial Budgeting and P&L Management || Partner Marketing

Roles Handled:

- Field Marketing Manager for India & SAARC Region at Sophos
- Lead - Marketing (Data Center & Cloud Business) for India & Global at Sify Technologies
- Marketing Lead – CIO Communications (IT Governance) at Capgemini
- Head - Marketing Communications for EMPAC East market at Unify
- MarCom Lead for Mumbai telecom circle at Airtel

Professional Abridgement:

A seasoned Marketing professional with over 10 years of rich experience in Integrated Marketing & Communications with top global ICT brands like Airtel, Siemens, Capgemini, Sify & Sophos.

Highlights:-

- Championed in Corporate Branding, Advertising and Promotions
- 360 degree marketing campaign for Demand & Lead generation
- Media Planning & buying, proven excellence in ATL/BTL/TTL activities
- Core competencies in event management and customer acquisitions
- Agency/ Partner /Vendor Ecosystem Management Excellence to support all marketing activities

CAREER CONTOUR

Since Nov' 2017: Sophos, Mumbai as Field Marketing Manager – India & SAARC

Driving global marketing programs & leading Field Marketing activities and for India & SAARC

- Creation of business marketing plans and Marketing B2B solutions through indirect channels
- Building relationships with partners/resellers and vendor ecosystem
- Execution of marketing campaigns using websites, email, newsletters, direct mails
- Managing events (captive, in-house, sponsorships, 3rd party)
- Using CRM and other marketing systems to track marketing activities and investments

Apr' 2014 – Oct' 2017: Sify Technologies Limited, Mumbai as Marketing Manager (IT Services)

Brief Profile

- Lead marketing for IT Services portfolio of Sify Technologies Limited which includes Data Center, NGIT Products and DC Transformation services. Increased overall TOMA of Sify Technologies as a DC & IT services service provider challenger in Indian ICT vendor ecosystem, considering Sify was well known as enterprise telecom only.
- Championed in Marketing strategies, IMC, Lead & Demand Generation through ATL/BTL/TTL activities, Advertising, Branding and promotions for Sify Technologies Brand in Indian and Global Markets.
- Earlier lead Regional Marketing activities which includes strategy, execution, analysis, & on-going optimization of the global marketing programs of Sify Technologies Limited. Started from scratch, built 360-degree agency, partner and vendor ecosystem for executing marketing initiatives.
- Built strong partnership with top technology & business media houses.

Aug' 2013 – Mar' 2014: Capgemini, Bangalore as Assistant Manager - Marketing

Brief Profile

- Lead Communications & Promotions for CIO group activities within the organization globally to over 30k employees.
- Developed marketing communications channel for CIO group amongst IGATE globally. Increased the overall usage for company's internal enterprise social networking website.
- Reduced Employee to Engineer (E2E) ratio for Helpdesk team through innovative communications.

Jan'2012 - July'2013: Unify, Mumbai as Marketing Communications Manager

Brief Profile

- Developed Unify brand across EMPAC East region in UC (Unified Communications) market through effective Internal, External, Partner and Corporate Communications.
- Successfully executed on-ground engagements through field events, Online / Digital Marketing and Email Mass marketing for Lead & Demand generation.
- Lead media buying activities for native advertising and selecting right channel.

Aug'2009 - May' 2011: Bharti Airtel Limited, Mumbai as Senior Executive - Marketing

Planning and execution of Integrated Marketing Communications for Airtel Mobile Services in Mumbai, includes advertising, branding and promotions.

Significant Highlights

- Lead Integrated Marketing Communications for Brand Airtel in Mumbai telecom circle through effective & innovative advertising, branding and promotions.
- Achieved leadership in visibility scores, ITP, TOMA and overall REI scores across the Mumbai telecom circle.
- Championed Project Catapult in 2010 during rebranding of Airtel logo and brand image.

PREVIOUS ASSIGNMENT

Aug'06 - May'07: PT Education Private Limited, Bhilai as Marketing Executive

- Marketing Activities including advertising, branding and promotions

EDUCATION

MBA (Telecom Management) from Symbiosis Institute of Telecom Management, Pune in 2009.

B.E. (Computer Science & Engineering) from SSCET Bhilai (Pt. RSU University, Raipur) in 2006.

EXTRAMURAL ENGAGEMENTS

- Chief Member of Events & Administration Committee in SITM
- Logistics Manager in CORE Committee in SSCET
- Won various General Knowledge and Quiz Competitions
- Won first prize in an Event 'NIRMAAN' at TECHKRITI-2005 held in IIT, Kanpur

PERSONAL DETAILS

Date of Birth : 8th September 1983

Address : Dahisar East, Mumbai

Recommendations available on request