

TUSHAR RAVI SATHE 🤀



Brand, marketing & communications professional carrying more than 8 years of experience across Automotive, Manufacturing & IT sectors with exposure to both B2B & B2C domains into the domestic (pan India), as well as the international markets (APAC, Middle East, Europe, UK & Americas).

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- Mumbai, India

SKILL SET

- Brand & Communication Strategy
- Go-To-Market Strategy
- Digital Marketing
 - Content Marketing (Textual, Graphical & Video)
 - Social Media Strategy
 - Search Engine Optimization
 - o Google Adwords
 - E-mail Marketing Campaigns
 - Social Media Campaigns
 - o Digital PR
 - Webinars
 - Lead generation
 - Analytics
- Marketing Collateral (Design, Content Writing & Deployment)
- Augmented Reality & Virtual Reality Promotional Tools
- Event Management
 - o Tradeshow Management
 - o New Product Launch Meets
 - o Consultant Meets
 - BTL Activations
- Market Research (Primary/Secondary)

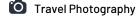
ACADEMIC BACKGROUND

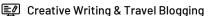
- MBA-Marketing (Full-time)
 JBIMS Mumbai, 2012
- BE-Mechanical BVC0E Navi Mumbai, 2007

CERTIFICATIONS

 Digital Marketing For Business Growth, IIM Bangalore, 2017

PERSONAL INTERESTS







WORK EXPERIENCE- 8 YEARS, 6 MONTHS

Brand & Communications Consultant (Freelance) | Mumbai | Apr'2020 till date

 Currently freelancing independently helping start-ups & run-of-the-mill product companies enhance their ROI with Brand & Marketing Communication Strategy, Digital Strategy, Content & Social Media Planning, Digital Campaigns, Content Writing & Creative Designing

Green Decore | Sr Brand Consultant (Freelance) | Mumbai | Nov'2019 to Mar'2020

- Developed the Green Decore brand strategy redefining the core brand attributes thereby sharpening the brand identity & brand positioning, developing the communication plan across offline & web
- Planned the annual B2B marketing calendar with strong focus on content marketing, social media, SE0 & digital campaigns
- Coined new B2B2C brands and crafted GTM plans that accounted for 18% rise in sales through existing garden centres & home decor retail outlets in the UK

Codifyd Inc | Sr Manager-Marketing | Mumbai | Nov'2018 to July'2019

- Built & managed the corporate reputation of the organization, exploiting the cost-effective digital platforms focused at UK, Europe & USA
- Enhanced web traffic by 44% (avg) by developing original, data driven content, ensuring swift customer movement from Awareness to Action to Advocacy
- Reduced the website bounce rate by 35% (avg) by creating graphical & video content, simplifying & demonstrating the complex processes involved in the digital commerce service offerings
- Contributed to <u>15% increase in sales from manufacturing companies</u> in North America in 01 FY20 with a strategic focus on digital campaigns

Raychem RPG | Dy Manager-MarCom | Mumbai | July'2015 to Nov'2018

- Led the MarCom function for Engineering Business Unit (EBU) in the International Markets-APAC, Middle East, Africa & Europe managing an avg budget of ₹150L
- Took complete P&L ownership of the existing B2B brands as well as coined brands for new product lines, devising GTM plans for the specific international markets
- Transformed the EBU brand perception from an 'Electrical Component Manufacturer' to a 'Total Solution Provider' through a set of diverse strategic brand initiatives, strongly contributing to the 18% CAGR of the business unit
- Managed all SEO activities such as content strategy, link building and keyword strategy to increase rankings on all major search networks
- Enhanced web traffic by more than 60% (avg) & generated leads consistently by creating industryrelevant-content in the form of blogs, whitepapers, case-studies & infographics inline with the keyword strategy
- Contributed to the growth of the brands 'JnExT' & 'Arrestek' by 29% & 21% respectively by creating
 unique product experiences utilizing Augmented Reality & Virtual Reality tools causing distinct topof-mind recall for the B2B buyers
- <u>Created new business opportunities worth USD \$25,000 (avg) quarterly</u> owing to the digital campaigns-Social Media, E-mail & Google
- Accounted for more than 20% (avg) contribution to sales from new businesses by planning & executing trade-shows, consultant meets & new product launch events

The Creative Aperture | Co-founder | Mumbai | Nov'2013 to Apr'2015

- Co-founded 'The Creative Aperture', a collaborative venture into 'Conceptual Photography' focused at early stage product companies & food start-ups
- Led the Business Development, Digital Marketing (E-mail, Social Media & Google) & Client Servicing functions managing a team of freelancers

Bajaj Auto | Asst Manager-Sales | Pune | May'2012 to Oct'2013

- ❖ Awarded A+ rating for excellent performance during FY 12-13
- <u>Drove an on-ground conversion of 31% for commercial vehicles</u> in Maharashtra state for Q2 FY13 by successfully leading the execution of BTL events focused at commercial vehicle drivers in the interiors of rural Maharashtra
- <u>Contributed to 26% rise in 2-wheeler sales</u> in Tamil Nadu for Q3 FY13 by executing mall engagement
 activities as well as Fashion shows in Tamil Nadu focused at the youth in coordination with the
 agency team
- <u>Led to 12% rise in 2W secondary sales</u> in H1 FY14 by managing pan India dealerships with process upgradation/developments & CDMS implementation

Batliboi Ltd | Engineer-Sales | Mumbai | Nov'2008 to Oct'2009

• Proposed techno-commercial offers for industrial fans for west zone and won commercial discussions achieving monthly target of INR 25 lacs