



# 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
  - Google Adwords
  - E-mail Marketing Campaigns
  - Social Media Campaigns
  - Digital PR
  - Webinars
  - Lead generation
  - Analytics
- Marketing Collateral (Design, Content Writing & Deployment)
- Augmented Reality & Virtual Reality Promotional Tools
- Event Management
  - Tradeshow Management
  - New Product Launch Meets
  - Consultant Meets
  - BTL Activations
- Market Research (Primary/Secondary)

## ACADEMIC BACKGROUND

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

## CERTIFICATIONS

- Digital Marketing For Business Growth, IIM Bangalore, 2017

## PERSONAL INTERESTS

 Travel Photography

 Creative Writing & Travel Blogging

 Gaming

## 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, SEO & 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 15% increase in sales from manufacturing companies in North America in Q1 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 industry-relevant-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 top-of-mind recall for the B2B buyers
- Created new business opportunities worth USD \$25,000 (avg) quarterly 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
- Drove an on-ground conversion of 31% for commercial vehicles 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
- Contributed to 26% rise in 2-wheeler sales 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
- Led to 12% rise in 2W secondary sales in H1 FY14 by managing pan India dealerships with process up-gradation/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