# SOURYA GOOPTU

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**SENIOR LEVEL ASSIGNMENTS**

**Marketing (Brand & Marcom & Operations & Atl/Btl) ~ Events**

**Manager –Marketing (National Head)**

Demonstrating leadership by achieving projected targets through concentrated marketing initiatives, strategies and targeted communication.

* A dynamic professional with over **16 years** of experience in the areas Marketing (Brand & Operations),Marcom, Internal & External Communications, Digital Marketing & Business Development, Vendor management, Key Account Management and Team Management.
* A keen planner and strategist, skilful in devising marketing plans and strategies aimed at ensuring continuous growth on existing client accounts, as well as expanding the customer base for the organization through effective strategies. Successfully managed business operations through brand innovations
* An enterprising leader with expertise in identifying and networking with prospective customers, generating business from the existing sources through effective marketing activities/Strategies.
* An impressive communicator with honed interpersonal, team building, negotiation, presentation, convincing and analytical skills.

**Education**

* + M.B.A. (Marketing) from Indian Institute of Social Welfare & Business Management in 2004.
  + B.Com. Honours from South City College, Calcutta University in 1998

**Core Competencies**

**MANAGERIAL& FUNCTIONAL**

* Formulating annual business plans / marketing strategies to realize organizational goals.
* Implementing business development plans for achievement of revenue and profitability targets.
* Communication both external and internal & Digital Marketing.
* Evolving market segmentation & penetration strategies to achieve targets, providing direction to execute promotions/launches as a part of brand building and market development effort.
* Handling both ATL and BTL activities. Use Social Media platforms to promote the brand.
* Digital marketing with focus on SEO, Video Creation, Social Media, Email Marketing and blogging.
* Interacting and liaison with print and electronic media ( Tv and Radio)
* Creating customer centric videos in traditional and digital space.
* Arranging and organizing prospect contact programs like seminars and product demos, initiating and coordinating marketing campaigns in various business and industry segments. Handling corporate communication (Television, radio, print).
* Leading, recruiting, training, mentoring & monitoring team members to ensure efficiency.

**Career Contour**

**Since November 2016 with Ortel Communication Ltd**

**as Manager –Marketing (National Head)**

**Role:**

* Heading Marketing Division in Odisha, Andhra Pradesh, Chhattisgarh, Kolkata, Telengana, and Jharkhand.
* Handling all Atl/Btl activities, internal & external communications and Customer contact programs.
* Producing TVCs, Radio Jingles and Press Releases and newsletters.
* Help and analyze company website traffic for maximum impact.
* Organizing Trade Shows, events to show case New product launches and renovation of existing products.
* Preparing Training Modules and enrichment modules for the sales force.
* Evolving market segmentation & penetration strategies to achieve targets. Handling new product launches for the company. Competition analysis and counter plan formulation.
* Using the Digital space to formulate strategies to connect to new and potential customers by means of SEO,Video creation, blogging, email Marketing

***Key Accomplishments***

*Launch of Below Rs.99/- of broadband tariff (Pan India), Launch of services (Broadband & cable) in Andhra Pradesh and Telengana.*

**Since Aug’12- Oct’16 with Planman Media India Pvt Ltd**

**as Senior Manager –Marketing And Sales**

**Role:**

* Identifying business opportunities and generating business from new & existing clients.
* Arranging and organizing prospect contact programs like seminars and product demos, initiating and coordinating marketing campaigns in various business and industry segments.
* Initiating brand promotion activities & strategy in Kolkata (both ATL, BTL).

***Key Accomplishments***

Achiever of highest revenue target of 18CR in first 3 months throughout India. Launched Power Brand Initiative in east.

**Career Contour**

**Dec’08- Aug’12 with Future Value Retail Limited**

**as Deputy Manager –Marketing**

**Role:**

* Handling corporate communication (Television, radio, print).Interacting with Pre-sales team of various practices mentioned for pre-sales and after sales activities like client presentations, business studies, costing/proposal preparation, objection handling, customer service and retention etc.
* Formulize designs of external communications (both ATL,BTL) for in store customers in form of leaflets, catalogues, danglers, newspaper inserts, hoardings, metro branding etc.

***Key Accomplishments***

* Distinction of organizing & executing The 1st Great Indian Shopping Festival in the East with amazing feedback from the consumers.

**Feb’05 – Dec’08 with Entertainment Network (I) Ltd. - Radio Mirchi**

**as Marketing Manager**

**Role:**

* Initiating brand promotion activities to promote Radio Mirchi in Kolkata (both ATL,BTL). Corporate strategies,Movie and Television Tieups.
* Developing PR. Communication both external and internal. Conducting market research.
* Design contact programs with potential listeners by way of on line and off line communications.
* ***Key Accomplishments***
* Instrumental in creation of **“DADA’S DEVILS”** the unofficial fan club of KKR in 1st IPL. Major hit in Kolkata with Saurav Gangully endorsing it. Membership strength of over 800 members in the 1st edition.

**Mar’04 – Feb’05 with Planman Media (I) Pvt. Ltd.**

**as Marketing Manager –Events East & Magazine Sales and Marketing**

**Role:**

* Steering marketing strategies across East India & handling BTL activities.
* Organizing musical concerts like MLTR, Product launches, Store Opening etc.
* Managing corporate sales and tie-ups for subscription of Business & Economy and 4Ps.

***Key Accomplishments***

* The launch of Sunday Indian in 13 languages in Eastern India.

**Jan’02 – Mar’04 with Wings Sales Promotions**

**As Business Development Manager**

**Role:**

* Establishing the Kolkata branch & and tapping the Eastern market in events.

***Key Accomplishments***

* Conducted 14 HDFC Bank branch launches in Kolkata in a span of 2 months

**Previous Assignments**

**Nov’99 – Jan’02 with ABN AMRO Central Enterprise Services Private Limited**

**As Personal Financial Consultant**

**Dec’98 – Sep’99 with Renault a franchisee of ICICI**

**As Business Development Executive’**

**Personal Details**

**Date of Birth :** 24th September 1976

**Present Address** :Tata Arinana , Flat No. 803,Tower – 11

Raghunathpur, Patia, Bhubaneswar- 751019

**Languages Known :** English, Hindi & Bengali

**Reference:**

Mr. R.K.Jatia

Director, Emami Frank Ross Group of Companies

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Mr. Swarup Saha

GM Coral Media

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