

Shashank Bhargava

Business Analyst- Business Strategy, DEE Piping Systems

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Summary

Analyst with Experience in , Marketing Strategies, ATL & BTL Advertising, User Experience Design, User Interface Design, Web based User Interface Development, Digital Marketing, Graphic Design, Branding and Identity Design, Team Management, and Project Management.

- Implemented 360 degree marketing campaigns: Thematic (non-event led advertising) & Tactical (Event led advertising) including offline and online channels. (Print, OOH, Social Media, Online Paid Channels, PR, Website properties, Newsletters and Notifications)
- Development and implementation of brand plans and managing the annual brand budget. Coordination with various stakeholders involved in the end- to- end process.
- After DEE's rebranding from Dee development to DEE Piping Systems, promoting the new face of DEE everywhere in front of existing and prospective clients of DEE.
- Responsible for increasing market share, value & volume growth of the Industry.
- Delivering on the annual brand objectives for the year through regular mailers, interactions with top management and events for employees.
- Brand communication and proposition development
- Brand activation, overseas penetration and campaign management
- Integrated marketing communication development, media planning, strategy and management

Professional Experience

Business Analyst - DEE Piping Systems Mar'2014 - Present

- **Key Projects Handled**
 - **Awards & Recognition:** Under this the company won **2** National Level Awards.
 - **Exhibitions-** Travelled all over the world including Europe, Middle East, South-East Asia, India, etc. to to maintain the brand of the company (especially by understanding the culture of the region) and to interact with prospective clients.
 - **Expansion to Thailand:** worked rigorously and played a key role in the decision making process by putting forward the comparison between Thailand and UAE.
 - **DEE Magazine-** Single point of contact for various stakeholders involving the CEO, the Employees, respective Vendors and the top Management
 - **Corporate Video-** A concise video representing the Brand DEE.
 - **Website-** Vendor development, Website Development, Client Outreach and maintenance of company's website.
 - **Property Development-** Development of Corporate Office and Factory premise as per Branding Guideleines.
 - **Calendar-** Motivating employees and sharing DEE Values with the client base.
 - **CSR Activities** – contributiob by suggesting new ideas and by highlighting DEE's contribution to the society across various platforms

Management Trainee - Sarvodaya Ventures June' 2013 - Feb' 2014

- Being a start-up company, helped in maintaining the Marketing and Financial aspects of the company.
- As the Branding of the company was underway, contributed by providing suggestions about the logo which was later seen to be incorporated by the company.

Education

2011 - 2013	2007 - 2011	1995 - 2007
Masters of Business Administration (M.B.A)	Bachelor of Technology	HSC - 76%
Amity Business School, Amity University	Ajay Kumar Garg Engineering, U.P.T.U	SSC - 74%
CGPA - 7.2/10	Percentage: 66%	Army School Mathura Cantt

Skills

Brand Communication

Brand Planning & Execution

GTM/360 Degree Campaigns

Exhibitions Management

Market Research

Digital Marketing

Overseas Penetration

ATL/BTL

Budget Management

Marketing Analytics

Agency Handling

Inter Departmental Realtions