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# Shyam Sundar

## Brand Marketer

Powai, Mumbai

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## SKILLS

Brand Marketing, Sales, Event Management, Digital Marketing, Customer Retention, E-Commerce

## EXPERIENCE

### **BMW India Pvt. Ltd.** - *Head of Marketing*

JAN 2022 - PRESENT

- Leading the overall marketing strategy for BMW India, driving brand positioning and market expansion.
- Spearheaded integrated marketing campaigns, increasing brand engagement by 40%.
- Managed multi-channel strategies, including digital, ATL, and BTL, to enhance customer experience.
- Collaborated with sales and product teams to align marketing initiatives with business goals.
- Launched high-impact automotive campaigns, leveraging influencer marketing and digital innovation.

### **Reliance Industries Pvt. Ltd.** - *Brand Marketing Specialist*

JAN 2010 - DEC 2021

- Led strategic branding initiatives for Reliance's consumer businesses, enhancing brand recall and affinity.
- Developed and executed marketing plans, resulting in a 25% increase in customer engagement.
- Managed end-to-end product launches, including GTM strategies and promotional activities.
- Optimized digital marketing efforts, boosting online conversions and social media reach.
- Conducted consumer research to refine brand positioning and tailor communication strategies.

### **Amazon India Pvt. Ltd.** - *Brand Marketing Intern*

AUG 2009 - DEC 2009

- Assisted in executing Amazon's first major branding initiatives in India.
- Conducted market research to analyze customer behavior and product-market fit.
- Supported digital marketing campaigns, including email marketing and social media promotions.

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## EDUCATION

### **University of Mumbai** - *MBA in Marketing*

AUG 2007 - AUG 2009

- Specialized in brand strategy, digital marketing, and consumer behavior.
- Conducted a thesis on "The Impact of Digital Transformation on Luxury Car Branding in India."
- Led a consulting project with a leading FMCG brand to optimize its go-to-market strategy.
- Served as the Marketing Club President, organizing industry workshops and case competitions.

### **NIT Kurukshetra** - *B.Tech in Mechanical Engineering*

AUG 2003 - AUG 2007

- Focused on automotive engineering and product design.
- Developed a capstone project on "Optimization of Aerodynamics in Luxury Cars."
- Active member of the SAE (Society of Automotive Engineers) student chapter.
- Won 2nd place in a national-level automotive design competition.