

pravjha21@gmail.com

Mob. No.: +91- 9972132711 / 9113133181



PRAVEEN KUMAR JHA

A-207, Real House Apartments, Anjanapura, J. P. Nagar – 9th Phase, Bangalore – 560062

Marketing and Brand Management Professional

Pro-active and creative marketing and brand professional with demonstrated record of achievement in conceiving and implementing ideas that fuel marketplace presence.

- **BUSINESS PLAN EXECUTION:** Skilled in reviewing and implementing business plan elements that boost sales, profitability and growth. Knowledgeable regarding strategic marketing programs that drive brand awareness.
- **PRODUCT LAUNCHES:** A detail-oriented professional whose ability to consistently provide effective and ongoing feedback regarding new ideas has resulted in delivering new products in the market. Leveraged comprehensive understanding of advertising and marketing practises to contribute to campaign development and customer retention strategies.
- **CLIENT RELATIONSHIP MANAGEMENT:** Experienced in establishing and enhancing the client experience. Worked effectively with vendors and other third parties to establish new business. Devised and implemented merchandising and other programs / promotions that would engage customers and facilitate a positive experience.

CAREER EXPERIENCE (13 Years 6 Months)

SENSES PHARMACEUTICALS LTD. – Senior Product Manager, Bangalore, India

July 2017 – Till Now

Selected to manage and support the existing range of the products of a well-established company headquartered at Bangalore, India. Currently handling all marketing channelling & communications of all products.

Departments Handling:

- ❖ Senses Pharmaceuticals Ltd. (Ophthalmic care Range)
- ❖ Habitus Pharmaceuticals (Ayurvedic Health Promoters Range)
- ❖ Senses Dental Care (Recently started)

Achievements:

- Launched first time in India a herbal protein powder with Stevia.
- Creation of concept called “**NAOS**” for conjunctivitis
- Creation of a concept called “**GST – Glaucoma Simple Tariff**” in Glaucoma care
- Successfully participated in various ophthalmic conferences across India.
- Successfully launched brands namely, Habipro™ range and Naviflu™ range across India as of now.
- Created corporate video as well as various marketing tools for marketing communication.
- Product Management
- Planned, created and launched “Macuvit Plus”, premium anti-oxidant capsules in ophthal market.
- Training 100+ sales force in various products.

NOVA HEALTH INNOVATIONS LIMITED – Group Manager, Les Pailles, Mauritius.

Apr. 2016 – June 2017

Selected to build and execute the business plan of a well-established company headquartered at Pailles, Mauritius. Was in-charge of four companies including day-to-day operations, Group sales and marketing.

- ❖ Senses Pharmaceuticals Ltd. (Eye care Range)
- ❖ Habitus Pharmaceuticals (Ayurvedic health promoters Range)
- ❖ Varna Hygiene and Home Care (Air freshener Range)
- ❖ Nova Opticals (Optical Lens range)

Achievements:

- Successfully opened **100+ new counters**.
- Brought the business from **40000 PM** to **500000 PM** (In MUR)
- Launched 2 brands namely, Stelite™ and Naviflu™
- Increased turnover of entire group put-together by **35%** in first year of operations.

SHAND GROUP OF INDUSTRIES (RAKSHA PIPES PVT. LTD.) – Brand Manager, Bangalore, India.

May 2013 – Mar. 2016

Selected to build and execute the business plan of a well-established Piping Company headquartered at Bangalore, Karnataka.

- Conducted market survey & competitor analysis.
- Live sampling.
- Technical Manuals, Brochures, Pamphlets etc. (Content & Design development).
- Launched Brands like “**DUROfit**”, **DURORING**, **SONAfit** and **CEMfit** for SWR Section.
- Organized various Plumber's Meet, Architect Meet and Annual Marketing Meets.
- Media Co-ordination and Planning

Additional Responsibility:

- a) Taken interview at various levels for recruitment in various positions across company.
- b) Taken additional Sales responsibility for Bangalore market apart from overall Brand development.

STALLION FASHIONS INDIA PVT. LTD. – Product Manager (Marketing), Bangalore, India.

Mar. 2008 – Nov. 2012

Selected to build and execute the business plan of a well-established garment company headquartered at Tirupur, Tamilnadu. Conducted market survey & competitor analysis, live sampling, feedback from other brand customers before launching three brands named “**WHEN™**”, “**LAM™**” & “**Levi Strauss Signature™**” on a National Level. Headed the team of product executives, visual merchandiser & brand executives to develop new products as per market need & brand development through proper communication, media planning & competitor's tracking.

- Product Development & Costing
- Approving Design conceptualization
- Product Packaging & Product pack design
- Product Indent preparation

- New Product designing & Development
- Brand formulation and launching
- Handling all visual merchandizing jobs
- Brand management and growth tracking
- Brand communication
- Brand activation planning and execution
- Media planning, deployment and measurement.

Achievements:

- Created a turnover of more than Rs. **7.5 Crores** in first year launch of Levi Strauss Signature Inners.
- Created a turnover of more than Rs. **4.5 Crores** in first year launch of WHEN & LAM range of Inners.

CREATIVE NETWORK INTERNATIONAL (CNI-INDIA) – Marketing In-charge (South & North), Bangalore, India.

Mar. 2006 – Feb. 2008

Joined the company as a Marketing Trainee. Later rose to a level of Marketing In-charge (South & North). Primary job was to devise marketing plans for regions for smooth & repeated sales for products. Also organising events & seminars for distributors was a key factor to improve reach of the products.

- Conduct training for the distributors about market development & consumer awareness.
- Organising events and seminars at regional & national level.

SPECIAL MENTIONING

- Co-ordination with various ministries in Mauritius to get the necessary approvals.
- Co-ordination for various activities in Mauritius at Malls, Shopping centres, Pharmacies.
- Co-ordination with Le-Defi Media Group for various Ad Campaigns in Mauritius
- Co-ordination with various studios & voice artists for Corporate & product filmmaking.
- Media planning & Co-ordinating with World's no. 1 space buying agency "**MINDSHARE**", Chennai.
- Co-ordination with designers of IPL's Chennai Super Kings "**SALT CREATIVES**" for company's creative suggestions & implementation.
- Co-ordination with Genesis, pune to get a survey done on Innerwear market in India.
- Co-ordination with Indian Org Marg to get a survey done on Innerwear market in India & its growth prospects.

ACTIVITIES DONE (NATIONAL LEVEL)

- Organized various seminars across India at distributor & retailer level.
- Lead the team of brand executives, visual merchandizers for implementation of POP work across India at various retailer places.
- Lead the team of sales personnel to generate desired revenue from the targeted location/s.
- Seasonal & festive activities at various important places to boost normal & repeat sales.
- Kiosk Configuration at various strategic points across various states for brand awareness and on spot sales.
- Brand reminder Activities
- Event organizing & co-ordination for brand promotion

ACTIVITIES DONE (INTERNATIONAL LEVEL)

- Participation in Indian Ocean Ophthalmic Conference.
- Organized CME's at Mauritius for Ophthalmologists & Optometrists
- Brand reminder Activities

KEY SKILLS

- Result Oriented with Execution Excellence.
- Brand management / planning
- Business Acumen.
- Planning and Organising.
- Social Media Marketing
- Analytical Skill.
- Customer Focus
- Designing & implementing core line for the business to run successfully

EDUCATIONAL QUALIFICATIONS

- A.I.S.S.E from GGPS (CBSE), B. S. City in 1997
- A.I.S.S.C.E (Computers, PCM, English) from GGPS (CBSE), B. S. City in 1999.
- Bachelors in Computer Applications (BCA) from DAVV, Indore in 2003.

CERTIFICATIONS

- Microsoft Certified System Engineer (MCSE) - 2003

COMPUTER SKILLS

- Operating Software - Windows and Macintosh.
- Designing / Editing Tools - Adobe Illustrator, Adobe Photoshop, Corel Draw
- MS Office Package - MS Word, MS Excel, MS PowerPoint.
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PERSONAL DETAILS

- Date of Birth : 21st November 1980.
- Father's Name : Sri Upendra Kumar Jha (Retd. Asst. Manager – SAIL)
- Mother's Name : Smt. Renuka Jha (Housewife)
- Marital Status : Married.
- Languages known : Hindi, English
- Hobbies and Interests : Riding Bikes, Playing Basketball & Listening soft music.
- Passport No. : Z3478770

DECLARATION

I hereby declare that the above information is true to best of my knowledge and belief.

PRAVEEN KUMAR JHA
Bangalore