



THOMAS GOMES

PROFILE

Marketing & Advertising professional with 20 + years of experience. Handling Trade & Channel Marketing with a special focus on ATL / BTL Activities, Digital Marketing, Marketing Strategy and Experiential Marketing.

CAREER HIGHLIGHTS

- Handled Product & Brand Marketing in driving high-visibility in B2B and B2C Marketing Programs thru various Media Planning & Execution of integrated Marketing Programs, Brand Campaign, Media Planning, Digital Marketing, Product Pre & Post launches.
- Created distinctive experience at MCHI conclave 2012/2013 (Awarded the best "Innovative Marketing" at MCHI)
- Achievements: Best Product Experience during Tech-Secure, Best Innovative Marketing at Broadcast India.

CONTACT

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DOB:
22nd March, 1976

ADDRESS:
Satyam Building, 514/5th floor, Off Aarey Road, Goregaon - East, Mumbai - 400063

EDUCATION

Welingkar Institute - 2014

Diploma in Marketing & Operations

Manthan Gurukul Institute of Arts & Advertisement - 2005

Diploma in Advertising and Media Management

DMTI Softpro - 2016

Diploma in Business Advance Digital Marketing

WORK EXPERIENCE

711 Group Of Companies – Head Of Marketing - December 2021 – Till Present

- Develop and implement the brand promotion and marketing strategy for 711 Construction
- Strategizing & executing the marketing plan based on sales promotion
- Developing leads thru Mix Marketing Campaigns. Data Management & Market survey
- Lead the Digital Initiative & Handle Digital Marketing & ideas for 711 Group of Companies
- Creating Digital Marketing Strategy plan & Media Campaigns
- Handling a team of 6 person along with pre sales team

Marketing & Product Development - Consultant

Rubberwala Groups, Raj Oils Pvt. Ltd & Bombay Consumer Products Pvt. Ltd –October 2019 – December 2021

Develop and implement the brand promotion and marketing strategy (Online & Offline) for Rubberwala Groups.

MAD ABOUT MARKETING - Marketing Head

July 2014 – October 2019

- Develop and implement the brand promotion and marketing strategy for clients
- Strategizing & executing the marketing plan based on sales promo
- Developing leads thru Mix Marketing Campaigns. Data Management & Market survey
- Lead the Digital Initiative & Handle Digital Marketing & ideas for clients
- Creating Digital Marketing Strategy plan & Media Campaigns

Brands Handled: Priyanka Telecom, Dosti Developer, Sugree Developers, Just 4 Cabs, Aatmaja, Cognitio, Paradigm Realty, New Beauty Center, JetKing, JP Infra, Chavan Groups Of Company, Samnak Foods, GR Infranet, Mahindra Agri Business, INK Design.

RNA CORP.PVT LTD - Marketing Manager

September 2012– June 2014

- Developed product strategy, concept, positioning, identification of customer segments and brand architecture.
- Use of focused media targeting U-HNI segment to achieve qualified leads, footfalls and conversions.
- Developed and executed high-decibel national launch campaign targeting U-HNI segment through digital and mainline initiatives
- Project Marketing for Key projects, formulation Marketing Strategies, and Project Launches across verticals, Campaign Strategizing & Execution, Vendor Management & Alliances for brand
- Assist with the development of the annual marketing plan and for controlling advertising, promotion and sales aids in accordance with the annual marketing plan
- Developed framework and blue-print for loyalty and engagement programs
- Product Launches Across Luxury & Mid-market level
- Developing leads thru Mix Marketing Campaigns
- Data Management & Market survey of competitors
- Handling Digital marketing & ideas for digital marketing

NEOTERIC INFORMATIQUE LTD - Marketing Manager

August 2008– September 2012

- Developed integrated marketing and communications strategy across diverse product categories
- Handled Trade Marketing & Distribution Network Pan India
- Handling Marcom Team & Internal Program & Events (ATL & BTL)
- Presentation & Ideation for various IT products
- Accountable for client retention, media planning, planning and executing market research.
- Handling Digital marketing & ideas for digital marketing on social media sites
- Understanding trends in the market so as to categorize & plan the marketing strategy of upcoming products
- Designing & Participation in Events, Conferences, and Exhibition & Channel Meets.

Managed the Trade & Marketing Campaigns for:

Apple products & Apple Authorized Training Center (Evolve), AJA, Wacom, Lacie, Lenovo, Logitech, Acer, Gigabyte, UMAX, Kingston, Belkin, Dell, Corsair, Canon, F1 Info Solution, Panasonic, Honeywell, BenQ, Plus Tek, Trend Micro, X- mini,

ADITYA INFOTEC LTD - Marketing Manager

May 2007 – August 2008

- Responsible for various Marketing & Brand activities for B2B & B2C sector.
- Setting marketing objectives, developing communication strategy and roll-out – ATL, BTL and digital marketing
- Handled Trade Marketing & Branding. Managing BTL and surround marketing - promotions, collaterals, events, expos, dealer meets

- Execution of events, cross-promotional alliances, new products launches
- Liaison with vendors on Pan India level
- Sales support through liaison with dealers, exclusive brand outlets and channel partners

Managed the Trade & Marketing Campaigns for:

- Creative Software (B2B & B2C): Corel, 3D Max & Maya
- IT Brands : Wacom Tablets, Dell Workstation, Black Magic, Apple, AJA & HP
- Non IT Brands : M Audio (Studio & Production), Sennheiser
- Electronic Security & Surveillances : CP Plus, Panasonic

BATES 141 (WPP GROUP) - Assistant Manager Operations & Production

April 2002 – April 2007

- Vendors Management for individual Branding, Events & Promotion
- Budgeting & Media Planning, Buying & Execution
- Handling of production, branding & promotional activities
- Visualizing the concept & helping the creative to prepare new collaterals, set designs & fabrication of set & collaterals for merchandising for various clients
- Event Planning & having brain storm session for new innovative ideas for different event.
- Preparing work sheet (Operation Plan, Cost Sheet, Geographic plan & Vendor Management)
- Handling execution & production for MICE department
- Ideation for Commercial & Corporate Ads for various clients

Brands Handled:

- **FMCG & Cosmetic Brands** : Marico : - Shanti Hair Oil, Saffola Oil , Fortune Cooking Oil - Emerging leader in Edible Oils (Adani Wilmar), McDonald, TATA Tea, L'Oreal Paris Excellence Crème & L'Oreal Mens Product, HUL - Lakme, BRUE Coffee, Cycle Agarbatti, Diageo :- Johnnie Walker, Red Label & Black Label, Carlsberg Group :- Carlsberg & Tuborg, Coca- Cola, Kwality Walls, Kohinoor Basmati Rice, Cadbury,
- **IP's** : Swarna Sambandh - Gem & Jewellery Exhibition, HSBC- Kalaghoda Festival, Kerala Shopping Festival, Zee Tele Awards
- **Hospitality & Health Care** : Fariyas Hotels , Jaslok Hospital (Obesity), kerala Ayurveda
- **Telecommunication**: Sony Ericson, Nokia, Samsung, Apple : ipod
- **IT & Consumer Goods** : Sun Micro System, Dell, Microsoft, Dish TV, Sony Play Station, Blaupunkt (Mico Bosch)

AUM EVENTS - Assistant Manager- Operations (Events & Promotion)

June 1999 – March 2002

- Liaison with vendors on Pan India level
- Event Planning, Activation, Roadshows & Wedding & Special Events
- Preparing work sheet (Operation Plan, Cost Sheet, Vendor Listing)
- Staff recruitment.(Temporary & Permanent Staff)