

## Praveen Pratap Singh

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An energetic and Dynamic Marketing professional having expertise in Brand management, strategy Development, Digital Marketing, Social Media Management, vendor management and Marketing campaign. Looking to obtain a challenging senior level position with a reputed organization that provides me the platform for continuous growth and learning through utilization of 15 years of my rich experience in Marketing

### PROFESSIONAL PROFILE

- ❖ 15 years of experience in the areas of brand management, Strategy development, marketing communication and promotional scheme Management.
- ❖ Expertise in developing branding strategies for New Initiatives and ensuring its successful implementation.
- ❖ Proficiency in managing activities for entire life cycle of the introduction of new products, product type assessment, promotional schemes & campaigns (events, activities, etc.), digital & SMM plans and Establishing strong networks and coordination with vendors
- ❖ Experience of Digital Marketing & Social Media Management.
- ❖ Comprehensive exposure in managing market and brand development operations and ensuring brand visibility across the region with innovative ideas.
- ❖ Monitoring and executing effective marketing communications, brand partnership development, team building and monitoring the local and the regional market. Adept in aggressively identifying Opportunities, developing focus and providing tactical marketing solutions
- ❖ Rich Experience in planning marketing campaigns, collateral development and promoting the products through media on pan India basis.
- ❖ Possess excellent interpersonal, strategy development, communication and presentation skills

### EMPLOYMENT CHRONICLE

**Business Head- North at SUB Media Group from feb 2020 till date, at New Delhi.**

#### Brand Strategy Development

#### Digital Marketing

#### ATL/BTL

#### Budgeting

#### Visual Merchandising

#### Creative Ideas & Solution

#### Vendor Management

#### Market Research

- ⇒ Responsible for all Digital Marketing Campaign for the clients.
- ⇒ Managing Social Media Marketing Campaign for the clients.
- ⇒ Marketing plans and offers for the customers.
- ⇒ Content creations for the different networks, to achieve growths and increasing awareness and following.
- ⇒ Managing branding as In-shop Visuals / POS / Shop Signage
- ⇒ Responsibility of developing Showrooms, Display centres of the clients
- ⇒ Organizing exhibitions, meets and events such Architect meets, dealer meets and sub dealer Meets, counter Sales Staff Meets and launching events such as Road Shows.
- ⇒ Maintaining & Tracking of assigned Budget of respective brands handled, preparing ROI reports and sending them to clients.
- ⇒ Driving new product launch campaigns for the clients with 360 marketing approach for the product promotion.
- ⇒ Market research for the client as per the customer requirement to support the decision making.

**Manager- Marketing at Greenlam Industries Limited from Oct. 2016 till Feb 2020 at corporate office, New Delhi.**

Brand Strategy Development

ATL/BTL

Budgeting

Visual Merchandising

Digital Marketing

Creative Ideas & Solution

Product management

Vendor/Agency Management

Market Research

**Key Deliverables:**

- ⇒ Responsible for all Branding and promotion related activities on pan India Basis.
  - ⇒ Monitoring branding as In-shop Visuals / POS / Shop Signage
  - ⇒ Working on company's VM initiatives by developing Showrooms, company owned and at channel partner stores.
  - ⇒ Organizing exhibitions, meets and events such Architect meets, dealer meets and sub dealer Meets, counter Sales Staff meets and launching events such as Road Shows.
  - ⇒ Maintaining & Tracking of assigned Budget of respective branches through PAN India and providing reports to management on regular basis.
  - ⇒ Observation of the Market trends and making recommendations on findings on the marketing strategies.
  - ⇒ Closely monitor competitor's business activity in terms of product launch, marketing and communication and new initiative in the emerging markets.
  - ⇒ To prepare presentations for the senior mgmt. to keep them informed about the developments in the on-going Marketing projects.
  - ⇒ To review the product positioning and strategy for the product launched, and suggest alterations if any.
- To work closely with the product team for development of New Products

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**PREVIOUS ASSIGNMENTS**

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**Dy. Manager- Marketing at Orient Bell Limited from Dec 2012 to Oct 2016 at corporate office, New Delhi.**

- ⇒ Responsible for all Branding and promotion activities PAN India.
- ⇒ Working on company's VM initiatives by developing Showrooms, company owned and at channel partner stores.
- ⇒ Taking care of the Digital Marketing and Social Media Management.
- ⇒ Organizing exhibitions, meets and events such as Acetech, architect meets, dealer meets and sub dealer meets, counter Sales Staff meets and launching events such as Road Shows.
- ⇒ Observation of the Market trends and making recommendations on findings on the marketing strategies.
- ⇒ Closely monitor competitor's business activity in terms of product launch, marketing and communication and new initiative in the emerging markets.
- ⇒ To prepare presentations for the senior mgt to keep them informed about the developments in the ongoing Marketing projects.
- ⇒ To review the product positioning and strategy for the product launched, and suggest alterations if any.
- ⇒ To work closely with the product team for development of New Products

#### **Officer Marketing – at Jaquar & Company Pvt. Ltd. , Gurgaon between April 2011-December 2012**

- ⇒ Handling creative agency activities and working on various BTL and ATL projects to support the Sales.
- ⇒ To manage promotional Budgets by delineating expenditures based on promotional plan finalized.
- ⇒ Co- ordinate with fabricators, advertising vendors, dealers and sales team for creation of Jaquar display showroom as per defined SOP.
- ⇒ Ensure preparation and distribution of POS Material, catalogue, brochures, any other POS Material in the dealers network and orientation Centres.
- ⇒ To ensure proper branding and visual merchandising at dealers showrooms and Orientation Centres as per Corporate guidelines
- ⇒ To initiate participation in promotional campaigns during the festive seasons, Exhibitions, Trade fairs
- ⇒ Proper implementation of BTL promotional activities in the branches.
- ⇒ Competition Tracking and gathering inputs.

#### **Sr. Marketing Executive at Domino Printech India Pvt Ltd. Between Aug 2008 to March 2011**

- ⇒ Handling Exhibitions all over the Country ( Space buying, Stall Display, Designing)
- ⇒ Working on Different Marketing Strategies by evaluating and identifying the benefits.
- ⇒ Working on development of good and healthy customer base.
- ⇒ Handling various campaigns like: Segment wise Email marketing, Combing and other activities.
- ⇒ Competition Tracking and gathering inputs.
- ⇒ Keeping track of the outcome of the activities done.
- ⇒ Marketing Plan & Budgeting.
- ⇒ Working on Content development and release of Magazine ads and Newspaper ad. Interaction with ad agency and PR agency and maintaining budget for the same.
- ⇒ Handling creative agency activities and working on various BTL and ATL projects to support the Sales.
- ⇒ Segment specific surveys for Customer base and new prospects.
- ⇒ Development of the designs like Catalogue, Brochures, Newsletters, Posters, etc. from implementation to execution.
- ⇒ Coordinating updates on web-site. Responsible for the companies news letter
- ⇒ Playing Active Role in Implementation of CRM Module of Company's ERP Software.
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#### **Marketing Executive at “Jindal Padding Pvt. Ltd., Gurgaon.” from March’ 06 to August ‘08.**

- ⇒ Working on different marketing strategies to increase sales.
- ⇒ Coordination with various Agencies like Ad agency, BTL, ATL and PR Agencies for various Brand Building activities.
- ⇒ Working on advertisement and company's communication to trade.
- ⇒ Taking care of Brochure and other POP material like Dangers, Posters Bunting etc.
- ⇒ Taking care of all the Corporate Communication.
- ⇒ Responsible for the companies News letter.
- ⇒ Participating in Events and exhibitions.
- ⇒ Searching new fields to promote our brand to increase consumer base.
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#### **ACADEMIC CREDENTIALS**

- ⇒ Master Of Business Administration ( Marketing) from Sikkim Manipal University
- ⇒ Bachelor of Computer Application

#### **IT CREDENTIALS**

MS Office (Word/Excel/PowerPoint), Social Media

#### **PERSONAL DOSSIER**

- ⇒ Nationality :- Indian
- ⇒ Religion :- Hindu
- ⇒ Languages :- English, Hindi and Punjabi.
- ⇒ Marital Status :- Married
- ⇒ Date of Birth: - 23<sup>rd</sup> September 1983
- ⇒ Address : 15/49A Tilak Nagar New Delhi