

Contact Information



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Core Competencies

- Marketing Communication & Strategy
- Brand Building
- Digital Marketing Strategy
- Social Media Campaigns
- Content Marketing
- ATL & BTL Activities
- Analytics & Insights
- Lead & Demand Generation
- Campaigns
- Customer Activation & Retention
- Media Buying & Planning
- Events & Tie-Ups
- Creativity



Key Skills

- Planning and Strategizing: proven abilities in managing, growing and nurturing brands and retail formats.
- Effectively organising and efficiently executing strategy in both, the long and short-term.
- Implementing plans with measurable targets, objective, and a business-oriented approach
- Creating and sustaining dynamic work environment

SURBHIR SAINANI

MARKETING COMMUNICATION & BRAND MANAGEMENT PROFESSIONAL



Profile Summary

MBA with 15+ years of Marketing Communications experience and expertise in both digital and traditional marketing, across banking & financial services, lifestyle retail, food & beverage, and leisure brands.



Work Experience

**Poonawalla Fincorp Limited – General Manager, Digital Marketing, Mumbai
Aug' 2021 – Till Date**

Digital Marketing and Brand Development focusing on consumer and MSME financing, improving customer's journey through digital touch points.

Key Responsibilities:

- Ideation, conceptualisation, creation, and execution management of brand campaigns, tactical and festive campaigns.
- Innovating ways to increase reach and engagement through unique brand-aligned content.
- Creating unique concepts & thematic creatives with brand key messaging 'Enabling Dreams' as the focus.
- Designing marketing communication elements across channels like Digital, audio visuals, social media, and website through empanelled agencies.
- Liaison with Performance Marketing team, analysing and tracking performance of the activities on all social media channels, website.
- Creating brand experience through storytelling.

**ICICI Bank – Chief Manager, Marketing – Retail & Liabilities Group, Mumbai
April' 2013 – July' 2021**

Part of Central Marketing team. Managed marketing strategy and brand communication for variety of ICICI Bank Products and Services including:

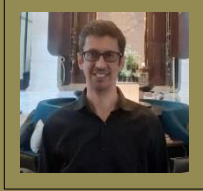
Business Banking, Self Employed Segment, Business Loans, Current Account, Institutional Banking, Personal Loans, Digital Channels, Mobile Apps and Brand Manager for Gen X – Self Employed Segment.

Key Responsibilities:

- Launch of new products, segments, and customer campaigns.
- Developing marketing campaigns to increase new customer acquisitions.
- Building brand salience - customer communication for various touch points (website, social media, branches).
- Designing customer marketing communication elements across channels like Print, Digital, audio visuals, through empanelled agencies.
- Collaboration with various stakeholders and teams across the bank.
- Initiating Market study, competition analysis, market visits.
- Budget and cost control.

Key Achievements:

- Business Loans Brand Film: Created a benchmark of 11 million views generated through social media platforms.
- Insta OD Marketing Campaign: Solely responsible for marketing campaign design and execution of this industry first online lending platform. Achieved 300%+ growth through various campaigns.



Educational Qualification

- Post Graduate Diploma in Management & Business Administration (P.G.MBA) – 2 Years Full Time
From M.E.T. - Mumbai Educational Trust's. Schools of Management (2001 – 2003)
- Bachelor of Commerce
From University of Pune (1998)



Leisure Pursuits

- Script Writing / short plays & skits
- Acting
- Sports Enthusiast
- Music – Retro
- Storyteller



Personal Profile

- DOB: 24th March' 1977
- Linguistic Skills: English, Hindi, Marathi & Sindhi

- Ideation and execution of successful customer webinar, testimonial videos for the segments.
- Business Banking Events: 100+ medium scale events across the country resulting in engagement with 5000+ customers and prospects.
- Successfully launched Customer Engagement program like Creative Masters for 2 consecutive years across PAN India level with 100%+ jump for Institutional Banking Business from Educational Institutes with 6100 schools and 30 lakh participations.

West Coast Fine Foods (India) – Senior Manager - Marketing, Mumbai

Aug' 2013 – Mar' 2013

Marketing Communication and Brand Development for A Well-known Frozen Sea food and brands like Cambay Tiger, Kawan Paratha, Fisheteria and Frish across Domestic & International Markets.

Key Achievements:

- Successful re-launch of the QSR model Fisheteria across markets.
- Delivered focused PR strategies for creating greater awareness for the brands and the Company at local and national level.
- Introduced the brands across social media channels – Facebook and Twitter, ideation and execution of social media campaigns and promotions.
- Re-designing of corporate website.
- Introduced innovation product packaging – for local shelves and international markets.



Previous Experience

Sula Vineyards – Senior Manager - Marketing, Mumbai - Dec' 2011 – Mar' 2012

Managed 360- degree marketing functions of the brand – ATL, Events, PR, build brand awareness and grow the brand across its markets.
Successfully Planned & Executed marquee brand event - Sulafest 2012.

RAPP (India) - (DDB Mudra Group) Brand Communication - Oct' 2010 – Nov' 2011

Advertising Domain, Client Management and Servicing, providing creative business solutions to corporate clients like Data analytics, Digital, CRM and Brand consultancy.

Clients – IDBI Federal Life Insurance, Kokilaben Dhirubhai Ambani Hospital and Game4u.com

Galaxy Entertainment Corp. Ltd (Leisure & Entertainment arm of Future Group.)

Asst. Manager - Marketing - FEB' 2007 – Sept' 2010

Strategizing and implementing annual marketing plans and other Promotional activities for Brands:

"The Sports Bar," "Sports Bar Express," "The Bowling Company," "F123" gaming zones.

Welspun Retail Ltd, Senior Marketing Officer - Jan' 2005 – Jan' 2007

Pivotal of Marketing Communication for a Lifestyle Home Linen Brand 'SPACES.'

Oxygen Healthcare, Marketing Executive - June' 2003 – Dec' 2004

Client Servicing - Managing key accounts like Sandoz, Organon, German Remedies, J&J and Sanofi

Business Development: Identifying prospective clients, enhancing business from existing accounts.