

ASHISH MISHRA

M : +91 7620 315 397 | E: ashishdc2007@gmail.com | LinkedIn: [linkedin.com/in/incredibleashish](https://www.linkedin.com/in/incredibleashish) | Location: Pune

Senior Marketing Manager with over 9 years of experience looking for new opportunities in Marketing, Communication, Brand Management, and Product Marketing

Skills:

Marketing & Communication | Brand Management | BTL Marketing | End to End Campaign Management | Product Marketing, Launches and Activation | Internal & External Stakeholder Management | MS Office

Poonawalla Fincorp Ltd. (Pune) - Senior Manager - Brand Marketing - Sep 2021

- Annual marketing plan, promotion calendar and budget management
- Successfully planned and executed over 10 brand campaigns in a year
- Launched Industry first CA & Doctor campaign online, as a result achieved 100 Cr business from the campaign
- Handling Social Media Marketing for Poonawalla Fincorp
- Product launches and activation, new customer acquisition drives
- Design, planning and end to end execution of marketing campaigns
- Onboarding new agencies for campaign related work i.e., brief, creative direction and managing end-to-end relationship
- Responsible for managing internal stakeholders i.e., content, BIU, Legal & compliance to fulfill campaign objectives
- Responsible for internal marketing, brand & communication pan India for new product launches
- Campaign Performance Analysis of digital campaigns across all loan products
- Competition analysis and Website restructure

National Payments Corporation of India (NPCI, Mumbai) - Brand Manager - March 2021 to Aug 2021

- Brand and Digital Manager for Brand AePS
- Responsible for Bank and State Government marketing and communication
- Marketing support and solution to PSU, Private and SFB Banks through Digital and BTL activities
- On boarding new agencies and maintaining end to end relationship
- Coordination with multiple agencies for campaigns, new brief, creatives, content, and events-related work
- Managing internal stakeholders for campaigns, new Product launches and Events related work
- Make presentation & infographics related to Product and research work
- Successfully launched 3 Co-branded RuPay credit card with Union Bank, HPCL, Bank of Baroda, BPCL and IDBI Bank

ICICI Bank Ltd. (Mumbai) -Marketing and Brand Manager - Retail - Oct 2017 to March 2021

- Responsible for Marketing, Branding and Communication for promotions of National and Local Offers Pan India
- Responsible for internal marketing & communication for new campaigns, contest, and product launches
- Responsible for ideation, planning and execution of 360 marketing and branding activities for Festive Bonanza Campaign Pan India
 - i. Ideated and Launched industry-first Offer & Product related booklet campaign
 - ii. Leading and executing the Festive Bonanza hyper-local campaigns at Zonal & Regional level
- Managing and coordination with multiple agencies for new campaign brief, creatives, content, and events-related work
- Brand management activities for Current Account, Privilege Banking Segment, Forex for Retail Liabilities Group
 - i. Ideated and successfully launched industry first Online Current Account
 - ii. Responsible for making customer communication, video, and creatives
 - iii. Launched internally for business teams and stakeholders to drive business for online current account
- Driving business and engagement through Live Your Passion an innovative engagement program
- Successful product launches:
 - i. PayLater: Industry first online credit facility
 - ii. Festive Bonanza - first online e-booklet of offers, products and services
 - iii. Industry first Senior Citizen web event for Senior citizen segment
 - iv. Self-assisted Online Current account

Mantra Media Pvt. Ltd. (Pune) - Manager - Jan 2015 to Oct 2017

- Handled digital accounts for clients like CII - Delhi, CREDAI-Pune Metro, Nutricharge, Sakal newspaper
- Successfully executed digital campaigns on Google and Facebook
- Website audit done through various tools like Google Analytics
- Website management through Content Management system
- Managing digital events for leading publishing house
- Conceptualization and Execution of digital campaign end to end
- Act as the liaison between internal & external stakeholders of the company

Blue Dot Transform Consulting (Pune) - Manager - Sept 2013 to Dec 2014

- Digital Marketing and promotions
- Market Research
- Social Media Marketing campaigns
- Website audit and implementing the required changes
- Worked closely with clients to identify their needs and challenges & provide solution-oriented campaign themes.
- Managed project deadlines and monitored milestones through completion stage.
- Creation of promotion material i.e., posters, information brochure, pamphlets & banners

Achievements:

- Successfully launched industry CA & Doctor campaign online
- Successfully launched Home & Personal Loan products with new scheme within 1 week
- Successfully launched HR app for employees in just 3 days
- Launched new UniCarbon RuPay Credit Card in association with Union Bank of India and HPCL within a week
- Launched **PayLater** industry-first online credit facility
- **Festive Bonanza** - Industry first online e-booklet of offers, products and services
- Launched industry-first innovative engagement program **Indoor Icon (Live Your Passion)** for customers
- Launched industry-first **Senior Citizen** webevent
- Handled 20 events in a year
- Independently handled Business Development for CREDAI-Pune Metro & generated revenue of INR 24,000,000 in 6 months' time
- Conceptualized and Designed India's first Virtual Property Expo.
- Organized successfully & delivered Virtual Property Expo with 30+ developers along with CREDAI-Pune Metro and Sakal Media Group.
- Successfully delivered Pune Chapter of CEP (Customer Education Program)
- Delivered more than 20+ seminars for major publishing house in Maharashtra
- Handled transition of National level competition from Physical to Digital Form

Education:

- PGDBM in Marketing Management with University of Pune
- SPEL certification
- Bachelor of Commerce (B. Com) with Computer Application