

Sumeet Sunny

SENIOR MANAGEMENT PROFESSIONAL



Market Research Specialist | Mobile & Web Strategy | Project Management

Summary – Senior manager with 13+ yrs of extensive experience in online strategy, project planning, user stories, AR/VR, Machine learning, AI app strategies, business research, scrum, agile, client servicing for Fortune500 giants including Pepsi, Renault, Ericsson, Konica Minolta and Zoetis. Hands on experience in digital app development strategy and project plans.

Core functional strengths

#Project Execution Plan #Use Case Analysis #Business Analysis #Scrum Master
#UI/UX Analysis #AR/VR/ML/Blockchain #Predictive Analytics #Big Data

PROFESSIONAL EXPERIENCE

MOBILE PROGRAMMING LLC, **Gurgaon (IT)**
A. MANAGER | ONLINE STRATEGY

May'16- present

Initiatives & Contributions include:

- Everyday work involves brainstorming product/design ideas, creating wireframes, interaction design specs, visual design and prototypes for customer trials.
- Conduct surveys and usability studies to help identify and meet the user needs.
- Providing presales technical / functional support to prospective clients and customers while ensuring customer satisfaction.
- Develop and deliver high quality standard presentations and demonstrations showcasing strengths, features, benefits, and competitive advantages.
- Validate, and present UI/UX solutions to include advanced product concepts and future direction.
- A healthy sense of humor.

Fortune500 project – [Renault](#), [Ericsson](#), [Konica Minolta](#), [Bioness](#)

VIPRA DIALOGUES PVT. LTD, **Delhi (Media)**
MANAGER | DIGITAL MARCOM STRATEGY

Sept'15- Mar'16

Initiatives & Contributions include:

- **Digital campaigns** – Develop and execute efficient Google AdWords/Facebook/YouTube campaigns to promote company's digital content (videos/trailers/memes/blogs).
- **Online/Offline Strategy**– Execute PR promotion strategy to boost the digital content alongside optimized keyword/hash tag research, seo and smo tools.
- **Brand Communication**– Oversee and manage marketing metrics to manage branding across all social media.

- **Team Management**–Managed team of PR, digital and graphics for generating content for all digital platforms.
- **Media Planning** – Developing media strategies and tactics for promoting created digital content. Extensive media planning, negotiating, buying, tracking and optimizing media campaigns.
- **Brand Tie-ups** – Tying up with brands for cobranding on the different projects.

Brand Alliances – [TOI Speaking Tree](#), [Flipkart](#), [Uber](#), [Myles](#), [Exhibition Showcase](#)

SM GLOBAL, **HongKong (B2B)**

Dec'12 – May '15

Sr. MANAGER | INTERNATIONAL SALES & MARKETING

- **Client Relations CRM** –Develop a mutual client understanding through regular proposals and product offers. Promoting the company brand image through International Trade Shows by ATL and BTL activities.
- **Sourcing Strategist** – Formulating customized product offers for international retail TV channels in North America and Europe. Liaise with factories/vendors (local and overseas) and material suppliers ensuring smooth delivery of the end Jewelry product to client on time.
- **Team player** – Enhance the core capabilities of the team designers and logistics ensuring six sigma approach.
- **Budgeting** – Accountable for annual budget, planning and costing differentiating each client.

Clients handled – [ShopNBC USA](#), [QVC UK](#), [QVC GERMANY](#)

EYECATCHERZ TANZANIA LTD, **Dar es Salaam (B2B/B2C)**

Jan'11 – Oct'12

GENERAL MANAGER | SALES & OPERATIONS

- **Team Handling** –Achieved sales targets month on month and generated new business leads through sales presentations and executed strategic business development plans with the staff of 25 people.
- **Client Servicing**– Prioritization of business opportunities and retain existing business clients by serving them with optimum quality of work and on-time delivery of project executions.
- **Marketing/Operations** – Setting up of procedures to help promote brand building and increase sales as per the quarterly plan and promote the company as a brand itself. Accountable for Revenue targets, Sales and Marketing spend, Market Share for the organization and key product lines and revenue collection.
- **Online/Offline strategy** – Conceptualized/ Executed end-to-end service differentiators to drive monthly revenue and company brand image using ATL and BTL through *television, radio, billboards, press releases, web ads.*

Clients handled – [Airtel](#), [BankofIndia](#), [Precision Air Tanzania](#), [Vodafone Tanzania](#)

C.KRISHNIAH CHETTY & SONS, **Bangalore, India (Retail)**

Mar'08 – Dec'10

BRAND MANAGER | MARKETING & COMMUNICATION

Initiatives and Contributions

- **Digital Media/Website Development** – Planned execution of e-commerce site, convert existing site into SEO website while doing Lead generation via online contests and feedback forms on social media channels.
- **Conceptualization** – Created cutting-edge digital campaigns and developed media strategies.
- **ATL & BTL** – Develop monthly campaigns online and offline for newspapers/magazine/OOH/www
- **Media Buying/Media Planning** – Extensive media exposure in digital marketing and online search. Planning, negotiating, buying, tracking, and optimizing media campaigns.
- **PR** – Carry out PR activities for the brand through press conferences followed up with liaisoning with media to ensure event coverage through press releases dissemination in all major newspapers, magazines (regional and national).
- **Event Management** – Organize exhibitions, reach-outs, road shows for hi-profile customer engagements across two tier and three tier cities across Karnataka and Andhra.

Projects worked on – Residential Society Activations, NDTV corporate film, Brand Campaign/Fashion Shows

STS Gems Thai, **Bangkok, Thailand** (Manufacturer B2B)
SR. MARKETING EXECUTIVE | NEW PRODUCT DEVELOPMENT

Jan'07 –Feb'08

- Supply Chain Management– Create, track, consolidate and present the analysis of the Daily Customer Service Level Report across the STS group of industries.
- Reporting – Analysis and reporting for four locations and develop product line profitability reporting.
- Analytical Skills – Daily KRA analysis of manufacturing activities within the STS group.
- Brand management – Developed a niche brand for the luxury niche segment of USA, UK, Germany market and strategized marketing activities in within a deadline of 3 weeks.
- Budgeting – Accountable for annual budget, planning and costing differentiating each client.

Ratna Gems Thai, **Bangkok, Thailand** (Retailer B2C)
MARKETING EXECUTIVE

Jun'06 – Dec'06

- Website Management –Responsible for website maintenance and updating ecommerce inventory online.
- Offline marketing – Create and execute weekly product offers to international clients.
- Presentation Skills – Support with product presentation for print media and outdoor advertising.
- Vendor Management – Liaising with local vendors for placing raw material orders every quarter.

O.D.E, **Delhi, India** (Manufacturer Diesel Engines B2B)
MARKETING INTERN

April'04 –May'05

- Business Development – Improved business quarterly by motivating customers to buy based on incentives.
- Order Management – Cut time necessary to file claims from over a week to a maximum of two days and decreased loss and shrinkage by minimizing return process.
- Inventory Management – Reduced inflated inventory costs and decreased obsolescence by establishing ongoing inventory counts. Liaising with suppliers, maintaining inventories, selling parts to customers, making sure that repair operations are performed in time, and avoiding the costs of excessive inventory.

Technical Skills & Certificates

- MS-EXCEL, TABLEAU, INVISION, LUCID CHART, BALSAMIC, MS-POWERPOINT, BASIC R AND PYTHON
- CERTIFIED DATA SCIENTIST (PURSUING ONLINE)
- Certificate for Innovative Business Plan at Thai Smes Group, Bangkok, Thailand.
- Certificate for The Cost Effective Business Plan for Product Launch for ANILA GEMS Thailand.

Education & Credentials

- **MBA (MARKETING)**, 2007 - ASSUMPTION UNIVERSITY, THAILAND
- **BCAM (COMPUTER AIDED MANAGEMENT)**, 2004 - GGSIP UNIVERSITY, NEW DELHI
- **ROSARY SCHOOL (C++)**, 1987-2001, NEW DELHI