

Sandeep Rawat

Brand and Marketing Leader

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Creative Portfolio

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LinkedIn Profile

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PROFILE INFO

A versatile professional having 15 years of profound experience in Brand and Marketing, Digital, Creative Media and Brand Activation [BTL and MICE] in key domain of Creative media, Marketing Communication, Social Media and Brand Communication.

EXECUTIVE PROFILE

- Successfully developed marketing strategies as both an in-house marketer and a B2B client-focused one.
- Energetic marketing leader with proven success in building compelling value propositions.
- Create the marketing strategy and plan flawless execution.
- Make decisions on channel specific content optimization and distribution.
- Create a focus on community building to enhance brand awareness.
- Able to boil down complex subjects to simple terms and make win-win deals that most clients cannot refuse.
- Active point of contact for agency on campaign performance, optimization, and reporting.
- Collaborated with marketing managers, internal teams, 50+ clients, and 20+ partners on marketing strategies.
- Supported senior marketing staff by creating social media calendars, managing Google ad campaigns, and using Google Analytics to measure campaign results.

CAREER TIMELINE

2002-2010



Started career in 2002 as a Graphic designer and spent 8 years with several companies to learn and adapt the key tools and practices.

2010-2014



Enhanced to next level career jump to enter the Marketing domain while serving the best global Companies - KPMG and BCG

2014-2018



After attaining the core competencies in Marketing, jumped to next level league of leadership team with Digital and Integrated Marketing expertise in hand

2018
Onwards



Helping Startups and Business houses to transform their traditional presence into Digital enabled Marketing ecosystem with competent and tech enabled processes and platforms.

CORE COMPETENCIES

- Integrated Marketing
- Data-driven Marketing
- Client Management
- Brand Marketing
- Sales presentations
- B2B, B2C and D2C
- Competitor analysis
- Project Management
- Market research
- Budget Management
- Creative Communication Strategy
- Social Media strategy
- Brand and Marketing communication
- Digital Marketing
- Product / Brand launches
- Brand Activation [BTL and MICE]
- Growth Marketing
- PR Strategy
- Influence Marketing
- Video marketing

KEY STRENGTHS

- Communicator / Collaborator
- Flexibility
- Empowerment
- Creative Problem Solver
- Hands-on Marketing Leader
- Negotiation

EDUCATION AND CREDENTIALS

Academics

- PGPM [MBA] – Marketing Communication, Digital Marketing and Brand Management from Bridge School of Management [A JV of HT Media and University of Phoenix], Gurgaon, India | 2014-15
- Bachelor in Computer Applications – Computers and Multimedia from DAV College, Faridabad | 1998-2001

Certifications

- FIED – Entrepreneurs Development Programme from IIM Kashipur, Uttarakhand | 2021
- Saylor Certified Public Relation Expert from Saylor Academy | 2020
- HubSpot Certified Social Media and Design Expert from Hubspot Academy | 2019
- Social Project Bootcamp Certification in Social Impact Product Development from IIT Bombay | 2018
- Online Executive Certification in Android App UI Design from Simplilearn Online Academy | 2015
- Global Certification in Creative Services and Visual Communication skills from KPMG Corporate Skill Learnings, UK | 2010

KEY ACHIEVEMENTS

- Got "COO Employee Recognition Award" for two consecutive year – 2020 and 2021 at OYO.
- Successfully complete the pilot Project focused to connect the vacant Himalayan villages to Urban travelers and Got certification by "IIT Bombay", "BSE Top 50 Social Impact Venture" and "IIM Kashipur".
- Recipient of "BCG Dream Team Award – 2011"
- S.A.I. Scholarship award for Graduation from Sports Authority of India
- Bagged Silver medal In National Karate Championship at All India Rajeev Gandhi Sports Festival-New Delhi

KEY WORK EXPERIENCE

Head – Brand and Marketing

2021 – Present

Langma Group of Companies, New Delhi

- Identified bottlenecks in marketing process, and adjusted documentation and priorities to hit 85% more goals on time.
- Launch new product line resulting in recovery of 65% revenue of Pre Covid target.
- Established expertise in all online platforms to optimize digital campaigns in alignment with customer engagement.
- Work with marketing team to implement a revamped social media strategy that increased engagements by 125%

Associate Manager: CXO Office

2019 – 2021

Oyo Hotels and Homes Private Limited, Gurgaon

- Worked closely with company Leadership CXO Team to develop a B2B marketing strategy that crafted the Company image revival with new Travel segment – Vacation Homes.
- Responsible for planning, development, and implementation of resilient marketing strategy and communications, both internal and external.
- Develops marketing support materials.
- Coordinates at the strategic and tactical levels with sales, engineering and executive staff.
- Conceives strategies and tactics to raise rates of customer acquisition, retention, and cross/upselling.

Chief Brand Consultant

2018-2019

Langma Foreign Language Co. Private Limited

- Designed style, layout, and features for 5+ company websites.
- Collaborated with marketing team to develop and apply social media and Brand communication strategy.
- Produced 12 Video and digital campaigns and 10 new print marketing and collateral advertisements

PREVIOUS EXPERIENCE

Creative Manager – Online Edutech Platform

2016 – 2018

RICS India Private Limited, Noida

Lead Creative Strategist

2014 – 2016

HT Media – Bridge School of Management, Gurgaon

Visual Communication Specialist

2011 – 2014

The Boston Consulting Group India Pvt. Limited, Gurgaon

Graphic Analyst

2010 – 2011

KPMG India Pvt. Limited, Gurgaon

8 years of initial career experience in Digital/
Web Graphics / Creative Media domain

2002 – 2010

[Kindly Check the detailed Resume here](#)