

#### **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

# Sandeep Rawat

#### Brand and Marketing Leader

Phone: +91 9871472521 | Email: sandy.rawat1979@gmail.com

Click here to access the file

**LinkedIn Profile**Click here to access the link

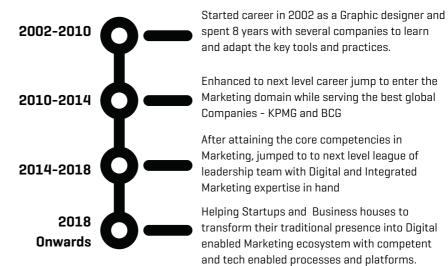
#### **PROFILE INFO**

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 inhouse 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**



#### **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, Uttrakhand | 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 RICS India Private Limited, Noida	2016 - 2018
<b>Lead Creative Strategist</b> HT Media - Bridge School of Management, Gurgaon	2014 - 2016
Visual Communication Specialist The Boston Consulting Group India Pvt. Limited, Gurgaon	2011 - 2014

## Graphic Analyst 2010 - 2011

KPMG India Pvt. Limited, Gurgaon

## 8 years of initial career experience in Digital/ 2002 - 2010 Web Graphics / Creative Media domain

### Kindly Check the detailed Resume here