VISHAL CHATURVEDI

Senior B2B INTEGRATED MARKETING and BRANDING professional for the knowledgebased IT PRODUCTS/SERVICES sector with a PG in advertising from MICA and a BE from NIT Durgapur with an overall experience of more than 16 years across diverse verticals such as BANKING IT, SOFTWARE DEVELOPMENT, TECHNICAL DOCUMENTATION and FABRICATION/MANUFACTURING in equally diverse functional roles such as branding, integrated marketing communications, messaging, content strategy and creation, social media management, thought leadership content creation,

digital marketing, media and analyst relations, PRs etc.



THOUGHT CREATION VISIBILITY DEVELOPMENT CHANNEL-SPECIFIC DISTRIBUTION .EADERSHIP

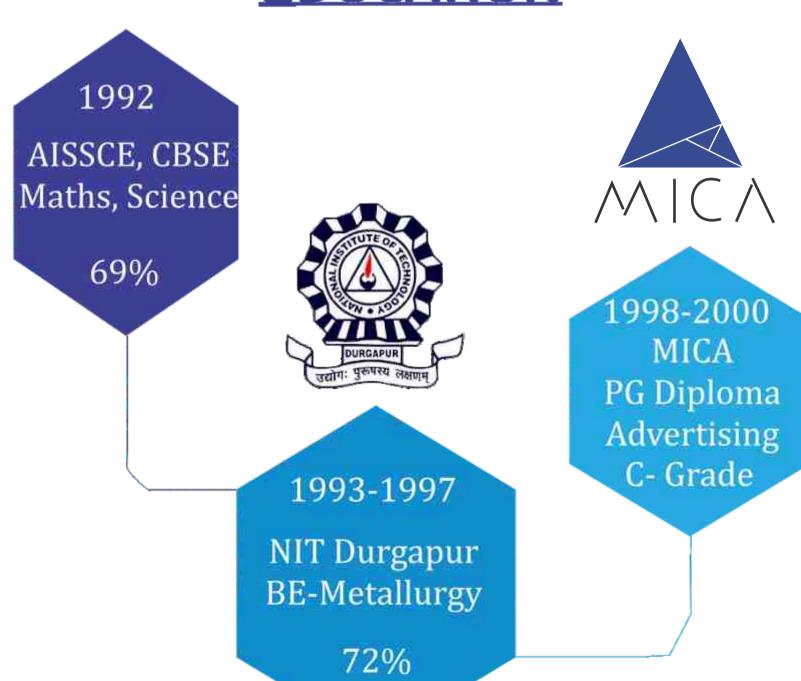
GRAPHIC **BUSINESS** DESIGNING

MARKETING SYNDICATION METRICS WRITING

INDUSTRIAL SELLING VENDOR MANAGEMENT

OWERPOINT

EDUCATION



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AVP/Head of Brand Marketing (GTB) iGTB-Intellect Design Arena. Chennai - India

16+ YEARS IN MARKETING, 10+ IN IT MARKETING

Contribution in building the iGTB brand identity, distinct from Polaris

End-to-end ownership of the iGTB brand, from strategy to lead generation

Messaging strategy to portray a consistent and appropriate brand identity across all channels of communication, such as slide decks, marketing collateral, online content, social media, internal communications etc.

Senior Marketing Manager - FLEXCUBE

 Articles for publications such as FX-MM and Ethical Boardroom, content for PRs · Communication of leads generated through online content to sales teams

Consistent presence in social media, timely promotion of events, announcements

Reviews of product booklets and why-buy messages, slide decks standardization

Creation of iGTB short brochure/slide deck/content for SIBOS microsite

Ownership of all social media content

ORACLE" **FINANCIAL SERVICES** Oracle Financial Services Software, Bangalore

Branding guidelines

Jun 2012

Jun 2015

Cascading and training branding guidelines across the organization

Social media - Blogging strategy

Content for blog posts

Thought leadership content creation

Review outbound marketing collateral Internal communications on customer acquisitions, go-lives, analyst recognitions, industry awards

Internal/External newsletters

Press releases, articles on publications

Executive communications Tracking metrics for campaigns, social media posts etc.

Assistant Manager, Brand Communications-Rational Mar 2010 Jun 2012 IBM India, Bangalore Part of Global Marketing hub handling the marketing/sales support requirements for Rational

Development of marketing messages and deliverables supporting key marketing and sales tactics working in collaboration with Go-to-Market (GTM) teams Developing and managing sales kits for focused campaigns

Adherence to branding guidelines in customer-facing assets including sales collateral, online

content, PowerPoint decks etc.

Tracking utilization of collateral and soliciting regular feedback

Oct 2005 Senior Technical Writer at Motorola, Sonus, Alcatel Lucent Mar 2010

Integra Microsystems, Bangalore Customer documentation for offshore clients in the Telecom domain

Content creation and structuring for technical documents (Installation and Configuration) Creation of in-house style guide

IDMC In-charge, Corporate Communications Jul 2000

Indian Dairy Machinery Co. Ltd. (NDDB) Anand

Development and enhancement of storyboards and user interfaces for UI-based applications.

Ensure a brand consistency by adhering to specific design parameters in external and internal communications Establishing a setup for corporate/marketing communications

Developing and managing marketing collateral

 Graphic designing Webpage content and design

Apr 2005

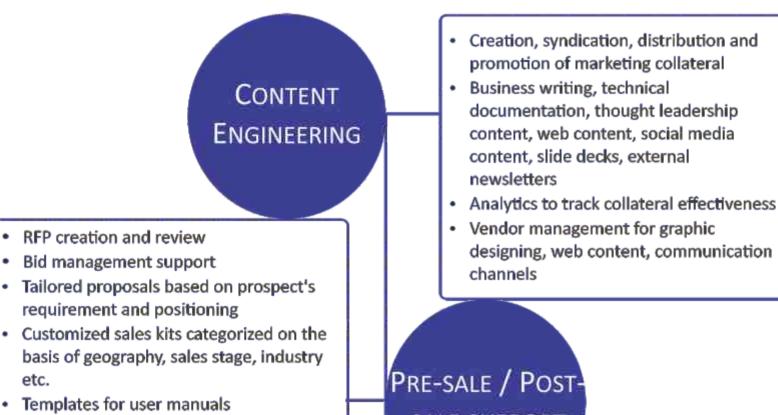
· Formulation of branding guidelines

Supervision and management of budgets for integrated marcomm activities

Event Management including seminars, exhibitions

Jul 1997 to Apr 1998 - Short stint in Industrial Selling at Fusion Engineering Vocational training at Bhilai Steel Plant (1994) and McCann Erickson Kolkata (2000)

INTEGRATED MARKETING AND COMMUNICATIONS



- Tracking and promotion of customer milestones and corresponding executive
- communications Customer satisfaction surveys, advisory board take-aways and recommendations
- Production support Lead generation campaigns with measurable success criteria

BRAND **MANAGEMENT**

Formulation, cascading, and training of branding guidelines internally, employees as brand custodians and Consistent brand identity across analyst communications, press releases,

Internal and external branding strategy

- announcements, executive communications, facilities etc. Visibility in relevant industry events,
- Planning, promotion, lead generation and follow-up for internal events such as advisory board meets and industry events such as SIBOS

online forums such as finextra,

bobsguide etc.

MARKETING

DIGITAL

- designing, web content, communication

SALE SUPPORT

buy messages Media evaluation (medium is the

Formulation of value proposition, why-

- message) Industry forum registrations and industry
- awards Consistency of brand value and visual Innovative, channel- and client-specific
- messaging Analyst/Media/Press Relations through contacts at major banking and IT publications, analyst submissions (Gartner Magic Quadrant, IBS League
- PRs on customer wins, go-lives, financial results

Messaging **STRATEGY**

message)

Content creation and optimization for Blogging on industry forums and

Strategy and planning (channel for

- publications
- Promotion of senior leaders and SMEs as 'industry champions
- Social media and online metrics Social media listening and relationship
- building strategy for profiling of industry leaders and prospects

VISION FOR PROFESSIONAL CAREER

Strategize, Schedule, Delegate and Lead the execution of a comprehensive time-bound IMC plan with tangible and measurable KPIs to gauge the effectiveness of each component at each stage of the sales process - from lead generation to closure

SAMPLE OF PUBLISHED CONTENT

BLOG POSTS

- What a Bank Branch will be like in 2025
- The Mobile Payment Wars: Will HCE be a Game-changer for NFC? The Mobile Payments Wars: The Importance of BLE and NFC
- The Mobile Payments Wars: Why Now is the Right Time to Adopt NFC Retail Consumer Banking Through Social Media

THOUGHT LEADERSHIP PAPERS/ARTICLES

- Rethink the "Mobile" in Mobile Banking
- Simplicity is the ultimate sophistication: The Future of Mobile Payments • Islamic Banking Processes and Products: Key Regional Variations
- Digitization is not an end Its a means to an end (fx-mm)

STRENGTHS/FORTE

DOMAIN EXPERTISE BANKING TECHNOLOGY KNOWLEDGE (RETAIL & GTB) FROM **BUSINESS PERSPECTIVE** Articulation of Business Opinion-led functionality-BENEFITS and based blog post to the factdemonstration of TANGIBLE led feature-based user VALUE ADDITION of an manual offering **CREATING CONTENT CUSTOMER-FOCUSED MESSAGING RELEVANT TO EVOLVING & INSTEAD OF FEATURE-FUNCTION DIVERSE MEDIA**

DESCRIPTIONS

<u>Snapshot</u>



Durgapur 1993-1997 Jamshedpur

1997 Delhi 1997-1998

1998-2000 Anand 2000-2005

Ahmedabad

Mumbai 2005 Bangalore

Present

2005-2015 Chennai 2015 onwards

11th Feb 1975

Birthplace

Bhilai

Address

OMR, Padur Chennai

CINEMA OPINIONATED SCRABBLE **CRICKET IRFAN KHAN** READING **BLOGGING** STANLEY KUBRICK GRAPHIC Music DESIGNING Rafi DUSTIN MESSI **HOFFMAN** PINK FLOYD BANGALORE CALIGULA LEANDER GANGS OF WASSEYPUR WARNE BURNT OUT CASE THE BIG LEBOWSKI

SCORCESE SHYAM BENEGAL

INDEPENDENT CREATIVE WRITING

- Faking news article
- Opinion piece on political scenario in India before general elections
- Tribute to Stanley Kubrick

- Opinion piece on Naxalite problem in Chhattisgarh
- Follow-up on the Naxalite issue piece
- Tongue-in-cheek take on the vagaries of the city of Mumbai