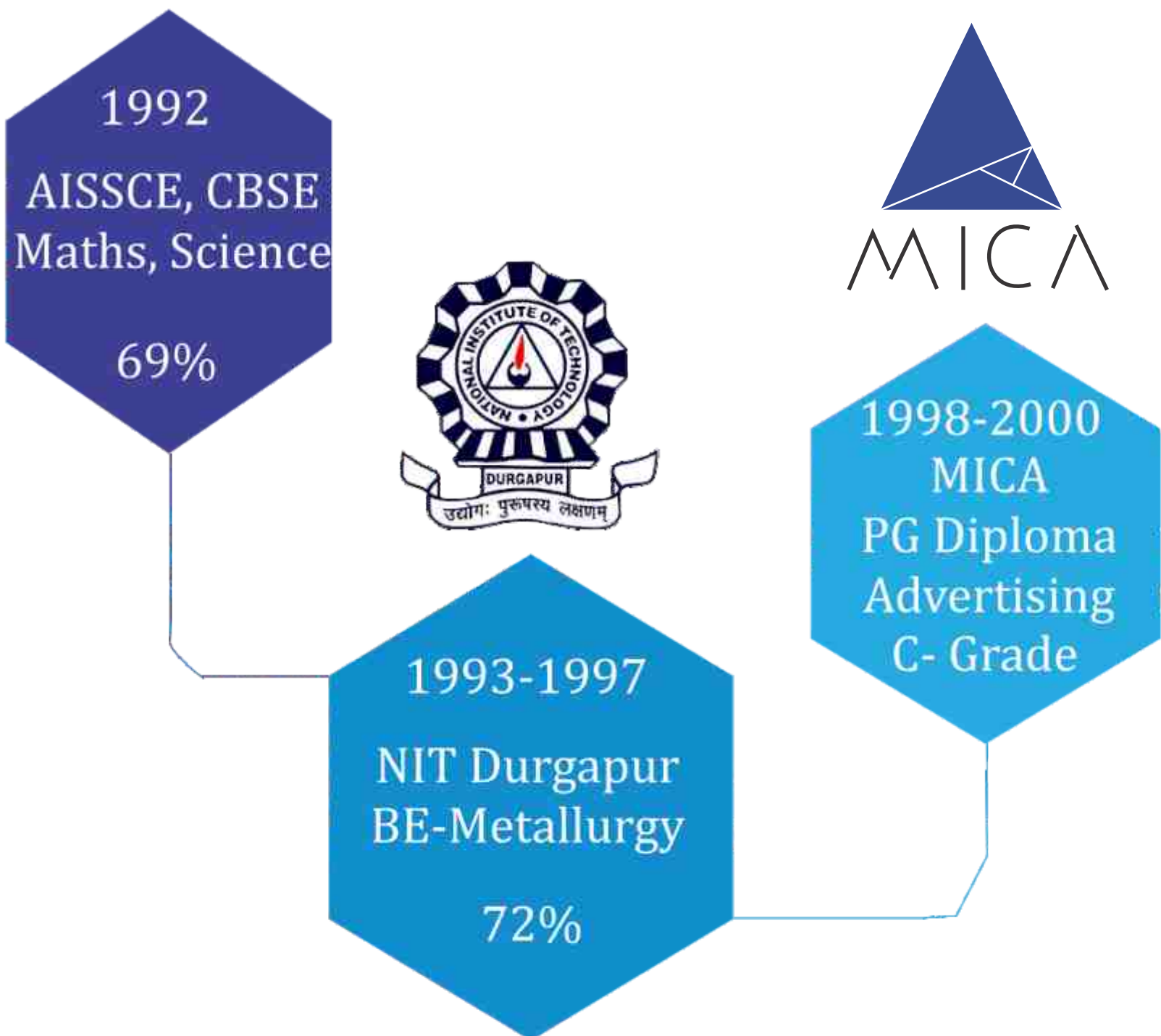


VISHAL CHATURVEDI

Senior B2B INTEGRATED MARKETING and BRANDING professional for the knowledge-based 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.



EDUCATION



vishalc2005@gmail.com

+91-9740619675

16+ YEARS IN MARKETING, 10+ IN IT MARKETING

Jun 2015 onwards

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

intellect
Design for Digital

- 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.
- 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

Jun 2012
Jun 2015

Senior Marketing Manager - FLEXCUBE
Oracle Financial Services Software, Bangalore

ORACLE
FINANCIAL SERVICES

- Branding guidelines
- 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.

Mar 2010
Jun 2012

Assistant Manager, Brand Communications-Rational
IBM India, Bangalore

IBM
Business Partner

- 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
Mar 2010

Senior Technical Writer at Motorola, Sonus, Alcatel Lucent
Integra Microsystems, Bangalore

Integra
microsystems

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

Jul 2000
Apr 2005

In-charge, Corporate Communications
Indian Dairy Machinery Co. Ltd. (NDDB) Anand

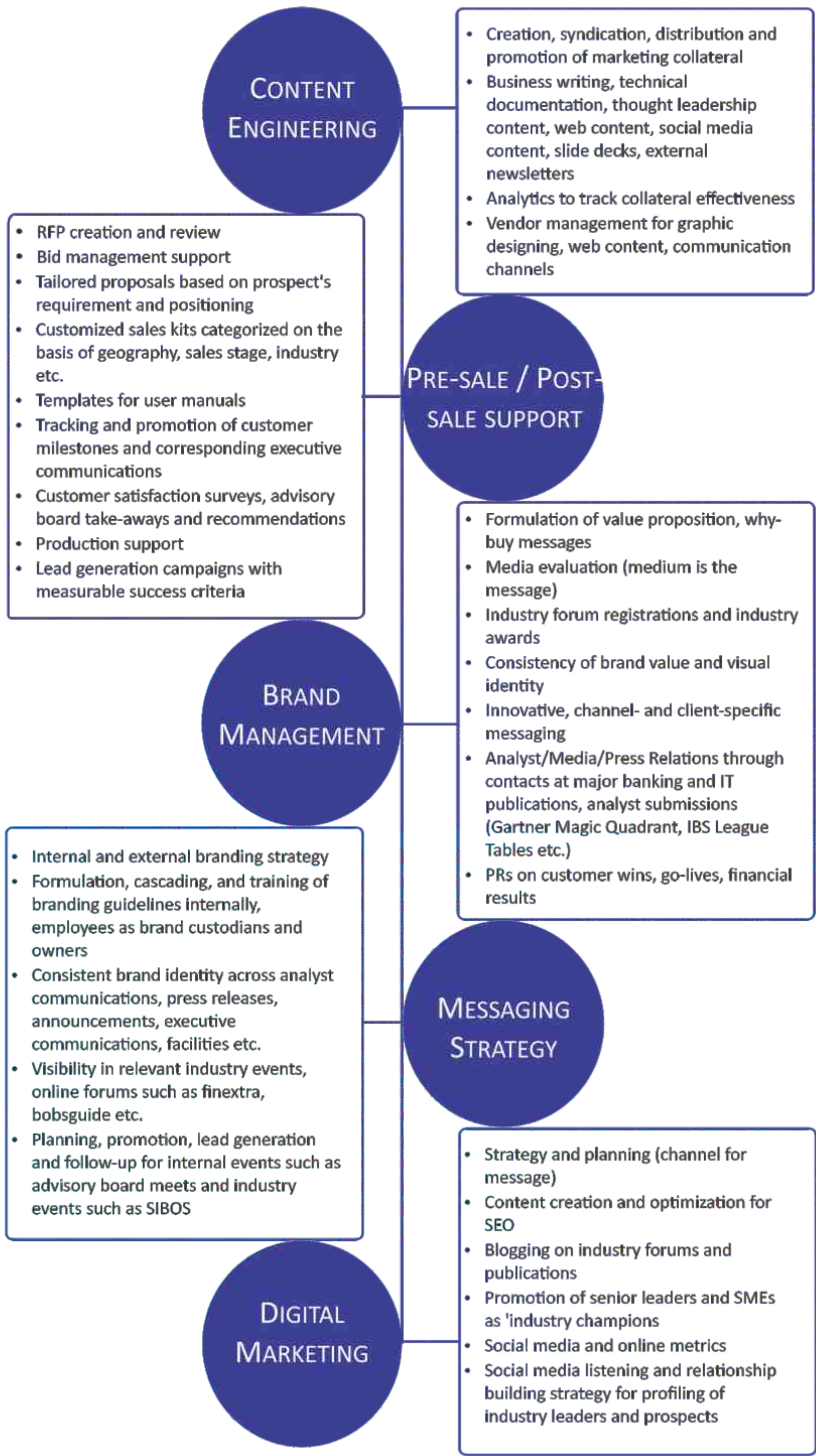
IDMC

- 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
- 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



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

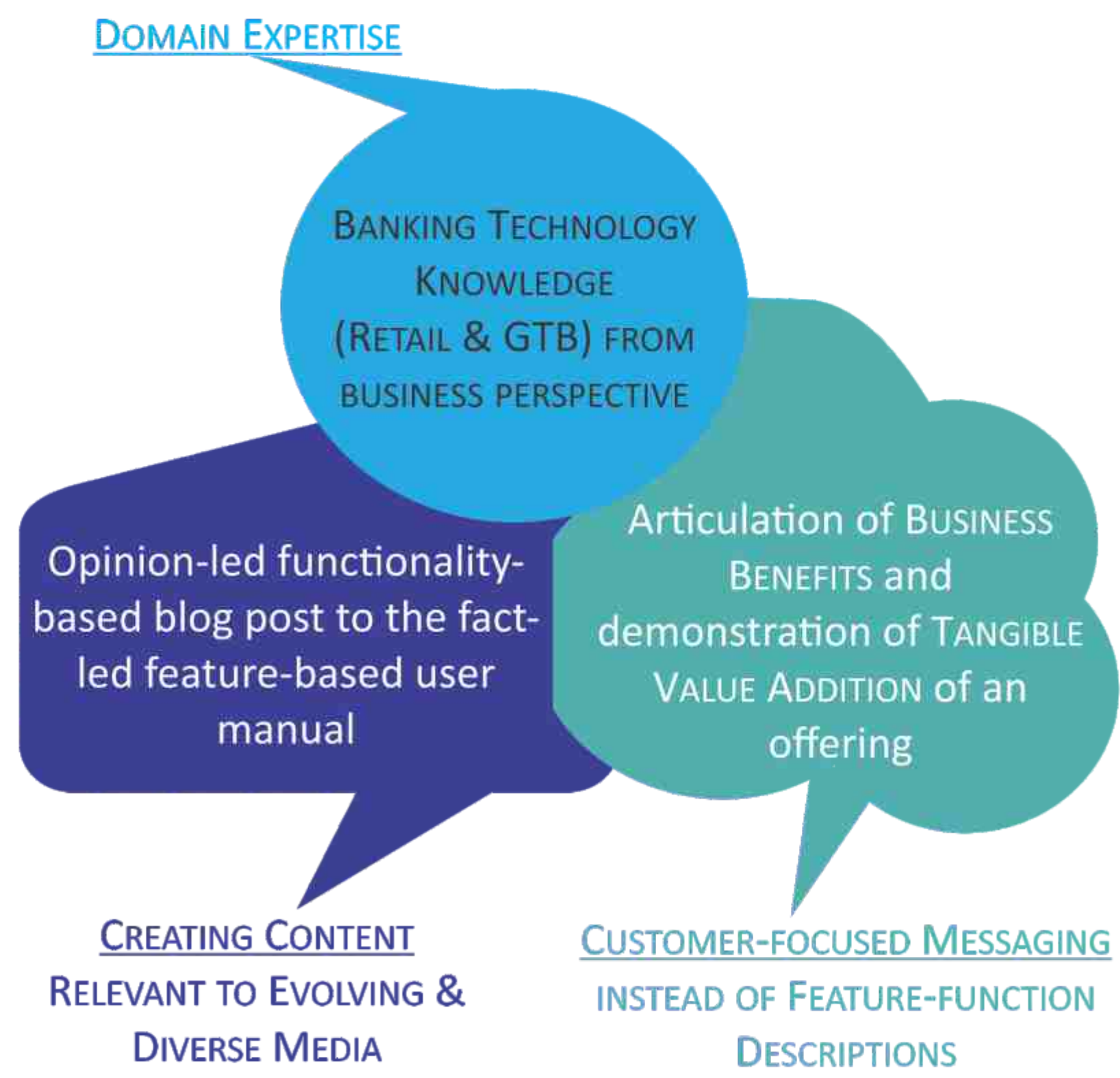
BLOG POSTS

- [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



SNAPSHOT

Bhilai

1975-1993

Durgapur

1993-1997

Jamshedpur

1997

Delhi

1997-1998

Ahmedabad

1998-2000

Anand

2000-2005

Mumbai

2005

Bangalore

2005-2015

Chennai

2015 onwards

Birthplace

Bhilai

11th Feb 1975

Present Address

OMR, Padur

Chennai

Word cloud containing terms: CINEMA, CRICKET, IRFAN KHAN, STANLEY KUBRICK, CAMUS, SACHIN, DEEPIKA PADUKONE, GANGS OF WASSEYPUR, WARNE, BURNT OUT CASE, THE BIG LEBOWSKI, SHYAM BENEGAL, SCORCESE, ANURAG KASHYAP, DOORS, BANGALORE, LEANDER, CALIGULA, MESSI, PINK FLOYD, GRAPHIC DESIGNING, BLOGGING, MUSIC, RD BURMAN, RAFI, DUSTIN HOFFMAN, APOCALYPSE, REHMAN, NOW, ATHEISM, CREATIVE WRITING, JOHN STEINBECK, AB DEVILLIERS, OPINIONATED, SCRABBLE, READING, CRICKET, IRFAN KHAN, STANLEY KUBRICK, CAMUS, SACHIN, DEEPIKA PADUKONE, GANGS OF WASSEYPUR, WARNE, BURNT OUT CASE, THE BIG LEBOWSKI, SHYAM BENEGAL, SCORCESE, ANURAG KASHYAP, DOORS, BANGALORE, LEANDER, CALIGULA, MESSI, PINK FLOYD, GRAPHIC DESIGNING, BLOGGING, MUSIC, RD BURMAN, RAFI, DUSTIN HOFFMAN, APOCALYPSE, REHMAN, NOW, ATHEISM, CREATIVE WRITING, JOHN STEINBECK, AB DEVILLIERS, OPINIONATED, SCRABBLE, READING, CRICKET, IRFAN KHAN, STANLEY KUBRICK, CAMUS, SACHIN, DEEPIKA PADUKONE, GANGS OF WASSEYPUR, WARNE, BURNT OUT CASE, THE BIG LEBOWSKI, SHYAM 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