

# MOHD. ZAHID

**Regional Brand Manager-UPE**  
**VRS FOODS LIMITED (PARAS DAIRY)**  
9616 555 888 | mohd.zahid22@gmail.com

An accomplished brand leader including marketing and sales with a keen understanding of the market dynamics and scenario that impact on brand. Having 10+ years of experience in Dairy/FMCG/Electronics/Retail/Events and Advertising sector. Functional experience across Brand Development, Marketing Strategy, Consumer Marketing, Innovative design and ideas for sales promotions and growth with ability to motivate and drive cross function teams to deliver business.

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## **WORK EXPERIENCE**

### **AUG 2016-PRESENT**

#### **Regional Brand Manager-UP** **VRS FOODS LIMITED (PARAS DAIRY)**

- Analysis of market condition to examine potential after research.
- Market research strategy and planning for all individual products.
- Developing advertising opportunities, this involves placing adverts in regional and specialist publications on digital, electronic and print media.
- Coordinating, planning, designing, managing and executing all ATL/BTL activities.
- Responsibilities include development and management of the marketing plans and strategies as per market research analysis.
- Responsible for the yearly marketing budget, event schedule, promotions, market trend, competitors product survey, consumer survey, new product launch and production of the materials of the sales and marketing.
- Creating Go-To-Market strategies for brand to build brand loyalty.
- Identify develop and evaluate marketing research strategies based on consumer demand and market research trends.
- Collaborate with sales and marketing team on standardization, design and production of marketing materials.
- Prepare detailed sales volume and marketing forecasts on daily, weekly and quarterly basis.
- Estimating and establishing cost parameters, budgets, campaigns and potential ROI.
- Reporting performance and assess against goals for ROI and KPI's.

### **MAY 2015-JULY 2016**

#### **Manager-Marketing & Communication** **CP MILK & FOOD PRODUCTS PVT. LTD. (GYAN DAIRY)**

- Established Research and Brand Marketing team in the company.
- Market research on Product survey, Market Trends and Consumer demand on ground level with the help of sales and marketing team.
- Work on outdoor campaign design and promotions for brand establishment and awareness in mass.
- Work on new concept then planned and opened 20 exclusive retail outlet of the brand with the name of GYAN MORNING STORE.

- Prepare product catalogue, product pack, POP material, digital marketing material, product photo shoot, TVC, radio jingles and outdoor campaign designs.
- ATL/BTL activities, retail visual merchandising and promotions.
- Handed public relations and crisis management for the brand.
- Launched 3 cities sales operation of milk and milk products.
- Handling all Marketing and communication activities related to brand establishment and brand awareness.

**SEP 2011-FEB 2014**

**Sr. Executive Marketing & Visual Merchandising**

**FUTURE VALUE RETAIL LTD. (BIG BAZAAR)**

- Handled all store marketing and visual merchandising of Kanpur & Lucknow city.
- Creative and developed artistic concept and VM for in-store display.
- Worked on low selling products and develop a strategy of marketing and visual merchandising to promote sale and generate volume.
- Worked for display layout, color blocking, visual display, assets placing and re-vamping for all three seasons in a year.
- Worked for consumer behavior display and maintain Window display as per the same.
- Worked for Visual look of stores, implemented and executed effective merchandising and marketing strategies.
- Vendor's management, staff management & accountability.
- Done outdoor campaigns, Digital Marketing and ATL/BTL activities.

**NOV 2010-JULY 2011**

**Marketing Assistant and Visual Merchandiser**

**LG ELECTRONICS INDIA PVT. LTD.**

- Worked for Agra Branch including 14 districts and 68 Sub-Cities.
- Handled entire visual merchandising of all cities and sub-stations.
- Planned some marketing strategies/offers to increase footfall of our exclusive LG Shoppe of all cities.
- Done some store level events, creative display and promotional activities to sales growth and brand awareness.
- Done Window display, POP merchandising and ATL/BTL activities and social events for brand promotion and awareness.
- Done outdoor campaigns, digital campaigns, Promotional campaigns and Road shows in festive seasons.
- Done retail merchandising, trade merchandising, In-shop promotions and RWA activities and events for different products.

**MAR 2008-OCT 2010**

**Manager Promotions and Events**

**MOKSH ADVERTISING & EVENTS MANAGEMENT PVT. LTD.**

- Managed outdoor and retail promotions.
- Handled 10 major clients (including Automobiles, Banks, FMCG, Electronics, Telecoms, Hospitality and apparels sectors) for client based requirement of advertising and event operations.
- Also worked for client based public relations with print and electronic media and managed crisis management also.
- Done more than 300+ events and promotion activities.

- Organized more than 50+ arts, exhibitions and workshops.
- Handled road shows of Airtel, Uninor, Samsung and UB Group.
- Done Mall promotions and activities.
- Done new product launch promos and events.
- Handled all 360 degree solutions for clients.

#### PERFORMER AWARD

- Awarded for BEST EXECUTION IN NORTH by **Big Bazaar**.
- Awarded for BEST VISUAL MERCHANDISER by **LG Electronics**.
- Awarded for MANAGEMENT INFORMATION SYSTEM by **WORLD DERMACON 2010 TEAM**.

#### PROFESSIONAL QUALIFICATION

- Master of Business Administration (MBA) in Marketing.
- Bachelor of Computer Application (BCA/B.Sc-CS).

#### TECHNICAL SKILLS

- Diploma in SOFTWARE TECHNOLOGY.
- Diploma in HARDWARE & NETWORK ENGINEERING.
- Diploma in WEB DESIGNING.
- Advance Diploma in Computer Application.

#### PERSONAL PROFILE

Fathers Name : Late Zaffer Hussain

Mothers Name : Shaukat Begum

Date of Birth : March, 05, 1987

Language : Hindi, English & Urdu

Marital Status : Unmarried

Nationality : Indian

Contact No. : 9616 555 888  
8400 700 415

DATE: \_\_\_\_\_

(MOHD. ZAHID)

PLACE: \_\_\_\_\_