

Sr. Marketing Manager

Ranjit Venugopal

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MBA with 9 years experience in Marketing, Employer Branding, Account Management , Recruitment Communication & Consultative selling

Work Experience

Director - Strategic Client Relations & Business Development (Branding & Communication)
since Nov 2012 – till date

TMP Worldwide Advertising and communication, US

TMP Worldwide Advertising & Communications, LLC, is the world's largest independent recruitment advertising agency and the only one recognized among the top U.S. interactive agencies.

Client Acquisition

- Responsible for consultative and Strategic Marketing solution sales which encompasses new client acquisition through Employer branding, Media buying, SaaS based social media recruiting platform, digital development, and ROI offerings.
- Building relationships with clients on assigned accounts, account mapping and relations with CXO levels, helping to diversify and grow accounts. Partner with senior HR and Marketing professionals in companies to provide strategic direction for brand building and Talent attraction.

Account Management & Marketing

- Develop campus marketing strategy for client's campus recruitment covering branding, creative concept development, Campus engagement plan & executing the strategy to build and maintain strong employer brand at campuses.
- Develop strategic marketing plans for client's professional hiring needs using right mix of digital, social, and traditional media.
- Manage and deliver the projects on clients Internal & External communication - implementing brand guidelines, employee engagement, employer brand development including Employee Value Proposition (EVP) projects - Brand research - Perception study, creative conceptualisation, Digital media strategy,

Sr. Marketing Manager

- Work closely with the Content & Creative teams to develop compelling, concise, creative, and credible fact-based messaging to support brand positioning.
- Manage interaction with media and PR agencies - Evaluate, negotiate and manage PR vendors who support media relations, social Networking/Digital Communications Strategy
- Liaising and building relationships media companies, negotiating the best deals & most appropriate media spaces, booking advertising spots, adjust media schedules in Radio, Print, and OOH & Internet.
- Manage and build relationship with the industry associations/bodies & professional event management companies to identify sponsorship/partnership opportunities to build brand awareness and visibility for clients.

Manager - Sales & Marketing (India)

Since Aug, 10 to oct 2012

MAXrad SOFTWARE India Pvt Ltd, Bangalore (www.Maxsoft-india.com)

Key Responsibilities:

Sales & Project Management

- Managing the Sales and business operations of the division through business generation from turnkey automation solutions and marketing of high-end Simulation/analytical software products to Corporate & government customers.
- Build, manage & lead the Sales team and formulating Strategies for acquiring new business and enhancing revenues from the existing accounts.
- Manage a diverse and complex scope of support /delivery issues directly related to the customer and work closely with various internal groups to ensure a timely resolution of open / delivery issues assuring the client of the commitment and driving the delivery process by working collaboratively with the Delivery Manager.
- Participate in reviewing the deliverables for the projects & project planning including costs, timescale, resources, risks identification & mitigation etc.
- Monitor and control cost against the project budget. Reviewing and tracking of expenses with respect to the budget and margins on project to project basis

Sr. Marketing Manager

Marketing

- Lead the marketing area including marketing campaigns planning & execution, Website updation, marketing collateral design including brochure making, case studies, customer surveys, and Email & newsletter development.
- Formulating the communication strategy related to the Brand. Supporting execution of go-to-market strategy and on-the-ground execution of advertising and promotion plans
- Identify & recommend sponsorship opportunities to build brand awareness, visibility and promote products among target consumers through participation in Industry events, International conventions, Seminars, technical conferences, trade fairs etc.
- Manage PR, liaising with industry associations & conducting events, generate word of mouth and create brand awareness

Marketing Advisor - India

Since Sep' 08 till Aug, 2010

Shell India Markets Pvt. Ltd (www.shell.com)

Key Responsibilities

- Manage and develop market related attraction initiatives (in collaboration with the Regional Marketing team and the members of the Global Marketing team as and when necessary) in order to optimize usage, consistency and cost effectiveness.
- Develop, manage and lead the Marketing area with a view to providing suitable and appropriate marketing activities in the quest to source suitable candidates for experienced opportunities within Shell in the upstream and downstream business.
- Manage countrywide Employer brand and responsible for Media Planning & Positioning. Developing media plans and effective marketing channel mix to ensure effective positioning of the Employer Brand with internal & external audience.
- Manage day-to-day contact with all creative, promotion and media agencies/vendors for creating and developing appropriate marketing collaterals and execution of marketing plan for India market.
- To plan and execute all marketing activities and events against internally defined standards and to recommend and implement appropriate actions to close any gaps.

Sr. Marketing Manager

- To manage all the strategic marketing programs for Recruitment including creative executions, online, research, brand, advertising agencies and PR with the objective of attracting high quality experienced candidates to meet Shell's business requirements in India.
- Conduct market research, competitor analysis and benchmarking within market. Monitor competitor recruitment initiatives' / Market intelligence and recommend responses as appropriate.
- Development and roll-out of strategic branding communications focused on the attraction and retention of talent in the Indian market in co-ordination with the regional and global marketing teams.

Business Manager – Recruitment Marketing Solutions

Since Dec'04 - Aug' 08

Info Edge India Limited (Naukri.com), Bangalore

Key Responsibilities Handled:

Account Management

- Target and develop business opportunities by marketing online recruitment cum branding solutions to corporate clients. The Key activities involve Prospecting, sector and domain study, corporate presentation, proposal preparation, negotiation, closure and renewal of the service.
- Acquire new business in a planned manner to explore optimum business from an area while ensuring maintenance of client servicing network.
- Plan and manage marketing campaigns for the key accounts thereby helping them in establishing themselves as an employer of choice and also attracting the best talent from the market.
- Manage day-to-day contact with all creative support teams to develop online creative's, microsite's, WebPages and activation of the same as per the campaign plan for meeting the campaign objectives.
- Provide advisory services to the clients and assist them in formulation of a recruitment campaign plan (including event planning and execution) and sharing the best practices and market intelligence data on the online hiring innovations in the market.
- Educate clients on the value they can generate from their current Naukri Corporate Products via a thorough on-boarding process that includes training, consulting and regular communication about product features.

Sr. Marketing Manager

- Assist and help the clients in managing and optimising the recruitment cost per hire through usage of online cum mobile branding and recruitment solutions.

Management Trainee

June '04 – Dec'04

Videocon International Ltd

Key Responsibilities Handled:

- Achievement of targets in terms of Sales and collection.
- Managing the Distributor and Dealers in the assigned territory and maximize the billing from them.
- Increasing the visibility and reach for the various models or product series at the dealer counters.
- New Dealer appointment, network development and expansion.
- Developing & Implementing Promotional Activities, Offers and Schemes for primary and secondary sales.
- Coordinating with the After Sales Services team to ensure quick and fast resolution of customer complaints and issues.
- Coordinating with the logistics department for smooth and timely delivery of products at the distributor godown.
- Communicating policy changes, schemes & new product launches to dealers & distributor.
- Tracking the competition and providing detailed reports to the branch on the pricing, fast moving models, dealer promotional activities etc.

Computer Skills

Good working knowledge of MS-Office with focus on Excel, PowerPoint and statistical Packages like SPSS .

Basic knowledge of SAP – SD module.

Sr. Marketing Manager

Academic Qualifications

2004 Master's Degree in Business Administration (MBA) – Marketing/Finance From Madurai Kamraj University

2002 Bachelor's Degree Commerce from university of Calicut.

Other Details

- **Age, Date of Birth** : 31 years, 22nd Oct 1981.
- **Sex** : Male
- **Highest Qualification** : MBA (Marketing /Finance)
- **Passport details** : F1123045 , 15/10/2004 valid till 14/10/2014
- **Expected CTC** : Negotiable
- **Marital Status** : Married
- **Interest** : Music, Sports
- **Nationality** : Indian
- **Father's Name** : Venugopalan. K
- **Permanent Address** : Devikripa, Behind Babuji Club, Vadakkanthara, Palakkad, Kerala – 678012
- **Contact Number** : +91 9483897006
- **Email Id** : venugopal.ranjit@gmail.com
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