**Siddharth Gilla**

Hyderabad ● Phone: +91 9966999016 ● siddharthgilla@gmail.com

**Business Head**

* Marketing professional with 5+ years of experience leading corporate marketing and internal communications for the company.
* Respected leader of creative teams, Conceptualize and orchestrate marketing campaigns that effectively reinforce and build brand image.
* Expert in the technical, conceptual and content development of sales-driving collateral. Proven ability to drive record-high marketing campaign response rates and execute successful product launches.

**Skills**

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| * Marketing Strategies & Campaigns * Creative Team Leadership * Product Positioning & Branding * Web & Print Content Development | * Focus Group & Market Research * Sales Collateral & Support * Public & Media Relations * New Product Launch |

**Professional Experience**

**RAASTA STUDIOS** – *Raasta Studios is a leading creative video production house in Hyderabad for corporates and SMBs*

**Marketing Manager,** 6/2019 to Present

Manage Business Development and Customer Relationship Management teams with targets up to $3M. Strategize the marketing campaigns end-to-end.   
  
***Key Deliverables and Accomplishments:***

* Introduced and established the purpose of Raasta Studios in the market
* Met executive level clients, earned trust and created new business opportunities around India
* Gained strong knowledge & understanding of a client’s services/products
* Clearly defined the business plan, go-to-market strategy and provided a structured approach to begin development
* Documented the budgeting, implementation plan, marketing plan, risk mitigation plan and arranged required resources to handle the same
* Involved in all the areas of the pitching process - Identifying prospect, market research, sales meeting and follow-ups
* Was primarily responsible for identifying business opportunities across various sectors and constantly stayed abreast of the trends/advancements
* Partnered with creative/media agencies to drive revenue growth
* Worked closely with the creative team in order to deliver videos as per the client’s need and requirements

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| **Siddharth Gilla** | Page 2 ● Phone: +91 9966999016 |

* Implemented process improvements, conducted trainings and provided constructive guidance to BDs to improve the effectiveness of sales pitch
* Created proposals – monitored internal workflow and team coordination for effective account management until the final delivery
* Have been appreciated on numerous occasions for driving negotiations by effectively balancing the cost, profit and future client prospects with spontaneous rationale thinking
* Garnered feedback from clients on a continuous basis to address client concerns in a timely manner and to improve quality of work
* Built strong and lasting client relationships to retain clients

**Whitedeer Innovations Pvt.LTD** – *Whitedeer Wedding Albums is selling Full HD Wedding Albums online all over India*

**Marketing Manager,** 7/2014 to 5/2019

Manage marketing and communications functions, overseeing a $1M budget and 40-member team. Direct brand management, PR, product launches, advertising, sales collateral and Client Relationship Management.   
  
***Key Deliverables and Accomplishments:***

* Developed and launched integrated, multi-channel print, catalog, web and direct marketing campaigns
* Led market launch of 9 new products. Identified opportunities, researched new product possibilities,
* Actively Participated in creating web portal to transform previously archaic intranet into a dynamic website improving communication flow and adding an effective sales tool for field reps.
* Wrote catalogs, course guides and training brochures that enhanced the sales reps’ understanding of complex product features and helped them sell more effectively.
* Performed ongoing customer/market research to identify and capitalize on unmet market needs ahead of the curve.
* Demonstrated key marketing analytics use in sales presentations. Efforts were credited as instrumental in closing numerous high-level deals.
* Leveraged strengths in cost-effective marketing management and vendor negotiations to end each year (without compromising business growth goals).
* Travelled all over India meeting high-level clients and closing deals

**Dominos Pizza, MILTON KEYNES, UNITED KINGDOM** – *Full-service advertising, marketing and PR*

**Marketing Head,** 2/2013 to 5/2014

Developed marketing programs for a variety of business-to-business clients.Used an integrated approach to create balanced programs for clients to build their respective brands and businesses.   
  
***Key Deliverables and Accomplishments:***

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| **Siddharth Gilla** | Page 3 ● Phone: +91 9966999016 |

* Expanded client base by 63% in just one year by consistently delivering goal-surpassing marketing results and ensuring complete client satisfaction.
* Earned commendations from client executives for communication deliverables that targeted desired audiences and articulated the value of products and services.

**Technology**

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| **Software:** | Photoshop, MS Project, MS Office (Word, Access, Excel, PowerPoint) |

**Education**

**Birmingham City University, Birmingham, United Kingdom**

**Master of Science, 5/2012**

* Major: Networking
* Graduated with honors

**Portfolio on Request**