**Dinesh Bhatt**

**Looking for a job in product and brand management**

Mumbai, Maharashtra

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Email me on Indeed: [indeed.com/r/Dinesh-Bhatt/4314e71c1d004faa](https://www.indeed.com/r/Dinesh-Bhatt/4314e71c1d004faa)

**Work Experience**

**Manager Marketing & Communication**

**Loylty Rewardz Mngt Pvt Ltd**

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Mumbai, Maharashtra

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July 2015 to Present

Brand & Mobile Apps Management (Max Get More, mPoint shopping & payment solution)  
➢ Strategies & develop Max Get More associated 120+ PAN India retail partner store BTL plans for the Engagement, Retention and Activation of all customers.  
➢ Competitor Market & Consumer Research to understand and analyze the opportunity for the brand presence and consumer understanding on the product usually via qualitative and quantitative research.  
➢ Comprehensive data analysis of the available consumer profiles to understand their buying behaviors, spends categories, purchase cycle of almost 950 Million customer  
➢ End to end campaign management and tracking of all outgoing SMS communication, Emailer communication, Mobile and web push notification (Delivery rates, Open rates, no of clicks etc)  
➢ Measure and enhance all campaign efficacy to gauge campaign success with the help of available tools & modules i.e. Facebook, Google analytics, A&B testing modules etc.  
➢ Develop content & creatives for the Max Get More, mPoint Consumer & mPoint Business BTL & ATL communications i.e. web page, mobile app layouts, social media pages, event set-up creatives, print ads, OOH billboard creatives etc.  
➢ Visual Merchandising: Design & Development of all instore collateral, creative.  
➢ Digital Marketing: ensuring brand presence on all possible digital channels with weekly engagement activities on CPC & CPM models i.e. Wikipedia, Facebook, Twitter, App push notification etc.  
➢ Work closely with the product team for the product development and provide all possible support i.e. design, communication strategies, campaign, sales pitches etc.  
➢ Initiating Strategic Alliance with the various retail online and off-line brand for the bank loyalty program registered customers. I.e. Discount offers, bonus points campaigns on POS spends and point redemption.  
➢ Media planning & Budget Management: work closely with the media agencies for the execution and monitoring of new innovative concepts over off-line channels:  
• ATL Activities: Print, Cinema, Radio, OOH.  
• BTL Activities. Mall activation, feet on street activities, instore activities, Local store marketing activities, event sponsorship & branding etc.

**Sr. Brand Executive**

**Lodha Group**

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Mumbai, Maharashtra

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August 2014 to June 2015

Was Managing High end luxury brands i.e. The World Tower, Washington House etc.  
➢ Worked closely with the brand manager to develop marketing processes and implement best practices for execution of various project launch activations.  
➢ Study project demography, psychography. Competition study, mystery shopping.  
➢ Responsible for managing end to end all projects launch campaigns.  
➢ Tracking & analysis of response data from various channels of the brand activation i.e. SMS Blast, Email Blast, Digital marketing tools.  
➢ Plan and design marketing events, plan product launch.  
➢ Production Vendor & Media Management: OOH, Cinema, Print, Radio media space booking.  
➢ Managing all BTL activations i.e. Channel Partner meet and space booking in exhibitions and ensuring timely execution etc.

**Member Marketing Team**

**McDonalds India (HRPL)**

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Mumbai, Maharashtra

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May 2013 to August 2014

Strategic Alliances for experiential marketing  
➢ Local Store Marketing, all In-store activation.  
➢ List down few important project and campaigns executed:  
• ITC (Sun-feast): Dream cream biscuits (all stores branding & sampling activity)  
• SCA Health & Hygiene: Tempo Tissue ( India Launch sampling activity)  
• Hershey's: Jolly Rancher lollypops (all stores branding & sampling activity)  
➢ Vendor management for the production and distribution of promotion branding materials.  
➢ Coordination with all concerned internal departments for easy execution of all campaigns i.e. Legal, Supply Chain, Operations, IT, Design etc.  
  
Value 2 Ad & Publicity Pvt Ltd (New Delhi)

**Manager Marketing**

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January 2012 to April 2013

Key Account Management, Media Planning, Activations, Events, Collateral production  
➢ Execution and monitoring of Off-line BTL & ATL campaigns.

**Education**

**MBA in Marketing**

**Dehradun Institute of Technology**

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Dehra Dun, Uttarakhand

2012

**B.A**

**H.N.B Garhwal University.**

2010

**Secondary School Certificate**

**Doon Cambridge School**

2004

**Secondary School Certificate**

**Doon Cambridge School**

2004

**Skills**

MARKETING (5 years), DIGITAL CAMPAIGN (3 years), DIGITAL MARKETING (3 years), RETAIL (2 years), RETAIL MARKETING (2 years)

**Additional Information**

Skills  
  
Product Management Brand Management Mobile Apps Marketing Communication Vendor Management Digital Marketing Innovation Retail Loyalty Market Research Online & Off-line Media Management ATL BTL Alliances