**Arpan Pandey**

**Marketing Officer - Bayer Cropscience**

Jalaun, Uttar Pradesh

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Email me on Indeed: [indeed.com/r/Arpan-Pandey/26b5f7c063fe5a94](https://www.indeed.com/r/Arpan-Pandey/26b5f7c063fe5a94)

**Work Experience**

**Marketing Officer**

**Bayer Cropscience**

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September 2014 to Present

Operational Marketing & Plans:  
  
• Support development of (M&S) country strategy and plan (incl. Go-to-Market/ channel management), translate crop strategies in the country and implement)  
• Drive customer / partner segmentation for country.  
• Drive development of go-to-market strategy (includes channel management) for the Country.  
• Initiate, plan and executive creative local marketing strategies, brand visibility programs and user growth campaigns to encourage user adoption and penetration of the product in the market.  
• Allocate and monitor sanctioned promotional budgets for the Zone.  
• Work on Crop wise, month wise and activity wise split of the sanctioned promotional budget and monitor its utilization on monthly basis.  
• Manage production of promotional material and their dispatch to regions.  
• To coordinate with team and measure the impact of the offline marketing initiatives.  
  
Brand and communication:  
  
• Adapt and fine tune global crop communication strategy coming from Crop Marketing (briefs) and implement/execute them through third party.  
• Translate and adapt messages and visuals to language and cultural requirements and expression.  
• Manage the supply, making and distribution of materials to final destinations.  
• Development and execution of publicity projects including photography, editing, translations, printing, minor graphic design and other projects as requested.  
• Activate the Nunhems brand for local market, prepare and implement country Marcom plan, Brand promotion, Seeds Fair, Customers meeting, etc.  
• Actively support key field marketing activities, design and plan new variety launch event.  
  
Market & Competitor Intelligence Collect:  
• Interpret and translate country specific market & competitor intelligence into planning (analysis, follow up) ; support to and supported by global Market Intelligence department.  
• Share market & competitor information with MCI unit, take actions if necessary to change our marketing plans.

**Assistant Manager Marketing**

**Muthoot Group**

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May 2012 to August 2014

Plan Marketing Calendar  
• Assist in planning the annual marketing calendar for Marketing activities.  
Agency Management  
• Provide brief Creative agency for various creative related to BTL & ATL activities on timely basis  
BTL Activations  
• Conceptualization of BTL activations and Provide Marketing support to different regional events.  
• Ensure availability of updated communication material like poster, leaflets, banners, bunting, and  
Dangler with team.  
• Measure effectiveness - Calculation of the activity index. Analyzing Plan vs. achievement of the activity & footfall of the branch.  
Internal & external branding of Branch  
• Do internal & external branding of the branch to increase the visibility, Execution of 'Project Red' to make our branch same as our brand color.  
Inter Departmental Co-ordination  
• Coordinate with Product Team for the communication planning, promotion for new launches.  
• Coordinate with Sales team for the POS requirement in specific region.  
  
Vendor Management  
• Manage all vendors related to POS material production, merchandise in terms of price negotiation, quality monitoring and delivery timelines.

**Marketing Executive**

**Future Value Retail ltd**

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July 2009 to April 2012

• Handle all BTL activation in assigned area for Big bazaar stores.  
• Correct messaging in the correct media within budgetary allocations, working along with the media manager to ensure optimum utilization of the Marketing investments.  
• Cost optimization - work closely with external vendors to ensure best quality outputs at the most optimum costs.  
• Execute & implement any schemes/promotions run by the head and ensure smooth functioning of the same.  
• Responsible for customer entry growth and sales growth.  
• Analyze communication strategy/promotion activities of the competitors.  
• Visual merchandising.  
• Do corporate sales & tie-ups to execute more attractive promotions.

**Education**

**Post Graduate Diploma in Management**

**Apeejay College**

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Noida, Uttar Pradesh

2009

**marketing**

**ICFAI BUSINESS SCHOOL**

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Noida, Uttar Pradesh

2007

**Bachelor's in Food technology**

**Bundelkhand University**

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Jhansi, Uttar Pradesh

2006

**English & Hindi**

**college & School**

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Jalaun, Uttar Pradesh

**Skills**

Marketing (6 years)