**Vishnu Vasan Nehru HiL Validation Engineer**

[**vishnuvasan@vishnuvasan.com**](mailto:vishnuvasan@vishnuvasan.com)

562, TR Muniswamappa Building, 1s t Main, 6th Cross, Ramagondanahalli. Bangalore, India - 560066

**Marketing Die** 20 years of experience in launching products in the home appliances and cosmetics industries. Adept manager skilled in successfully recruiting, hiring, and training marketing and sales professionals, maintaining a 86% employee retention rate. Proven record in managing product launches that increase brand awareness and sales by 24%.

*Areas of Expertise include:*

|  |  |  |
| --- | --- | --- |
| * Design | * Product Launch | * Marketing Collateral |
| * Customer Relations | * Promotional & Ad Campaigns | * Social Media |
| * Recruiting & Training | * Brand Management | * French |

|  |
| --- |
| **Experience & Notable Contributions** |

**L’OREAL  New York, NY  2006 - Present**

**Director of Marketing**

Create and maintain marketing opportunities for product launches and events. Identify innovative methods to reduce department costs and increase revenue. Referenced multiple times in articles for pioneering exceptional advertising campaigns.

* Negotiated new contracts with vendors, saving $120K to marketing department
* Recruited, hired, and trained over 30 marketing and sales specialists, improving overall sales targets by 24% while maintaining 86% in employee retention
* Directed launch of 12 new product lines, with total annual revenue of $1.3Billion

**Key Accomplishment**:

* Developed new promotional campaign by bundling products together, increasing sales revenue by 13% with projected year-on-sales growth of $400K

**PANASONIC  Farmington, MI  1996 - 2006**

**Marketing Manager**

Developed of marketing strategies that broadened our brand awareness and our company’s web presence. Focused our department towards environmentally friendly approaches.

* Managed all corporate marketing functions with budget of $2MM, including brand management, product launch, advertising, marketing collateral, and events
* Led design of new packaging that utilized cheaper and environmentally-friendly materials, saving $50K in costs, and earning Green Award from Panasonic International
* Grew home appliance line category, increasing revenue by $2MM annually despite economic recession

**Key Accomplishment:**

* Established new social media team including Content Developers, SEO Specialists, and Media Technicians that grew company’s web presence and global brand awareness by 34%

|  |
| --- |
| **Education** |

**Master of Science, Marketing**

Fordham university | Bronx, NY

**Bachelor of Science, Marketing**

CONCORDIA UNIVERSITY | Ann Arbor, MI