



Sulabh Mathur

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IIM | STRATEGIC MARKETING | PR COMMUNICATIONS | INTERNATIONAL MARCOM CAMPAIGN MANAGEMENT

Executive Summary

A result oriented & creative marketer with over 17 years' of professional experience adept at Marketing Communications, Campaign Management, Strategic Marketing Planning, Online Market Research, Revenue Generations & Business Development across various Industry Domains.

- Strong technical & management skills in PR & Brand Communications, Crisis & Stakeholder Management, Digital Marketing & Promotions complimented with Business Acumen & Collaborative Approach
- Possess enhanced business skills such as Negotiations, Budgeting and Planning
- High degree of Domestic & International Events Exposure along with Advertising, Brand Management & Content Marketing
- Successfully managed teams focusing on SEO, SEM, Website & Social Media Marketing, Media Communications, & Print
- Exhibited adaptability while working across functional teams in a challenging business environment

Professional Experience

SOS Children's Village, India- Head Communication & Digital Marketing

March 2019 – Present

- Leading Branding, PR, Digital, Print, Awards, Recognitions, Reputation and Content strategy for the organization
- Strategically positioning the Brand & its visibility using Strong Analytics, Market research & Competition study
- Planned strategic & innovative partnerships & fundraising opportunities with corporates & E-Commerce Portals
- Strategic initiatives for donor management through specially curated Events, Digital Media and Social Media activities
- Led Crowd Funding digital campaigns & raised funds for events and Brand visibility to the audience

Strategic & Key Achievements

- Over achieved fundraising targets worth 1.8Cr through Digital marketing initiatives in 2019
- Digitizing Extraordinary support for raising funds & awareness during the COVID 19 Pandemic across India
- Successfully tied-up with Media Houses & Corporates for Brand Visibility, Thought Leadership & Knowledge sharing
- Spearheaded National Marketing campaign execution through BTL, Press & digital platforms
- Displayed Communications expertise in successfully managing reputational crisis in more than 8 instances

Confederation of Indian Industry- Deputy Director

March 2017 – Feb 2019

- Managed relations & outreach activities for CII in UK, Central & Eastern Europe & North America
- Worked closely & forged strong relationships with Indian Industry, Missions, international associations/chambers and other platforms such as JWG, CEO Forums, WTO, Commonwealth Enterprise and Investment Council (CWEIC) and WEF
- Conceptualised networking strategies and transformed them in revenue generating activities
- Creating business and networking opportunities for delegations visiting India
- Outreach for opportunity identification for Indian Industry on various global platforms
- Fund raising for events and providing creative exposure to the sponsors.

Moving Up Solutions- Marketing Consultant

April 2015 – Feb 2017

- Conceptualized Marketing Strategy for a US based online vocational training institutes as well as for a marketer and importer of Hair & beauty products in India.
- Worked on Digital Marketing Platforms to generate leads, drive customer acquisitions and client retentions
- Developed & delivered Pull Strategy by integrating Sales with Communication Activities and profiling the manufacturer
- Content Development, Market Research, Digital Marketing & Traditional Communication Solutions
- Kept track of marketing activities, industry trends, competition, new opportunities and measured ROI
- Developed and implemented an integrated social media campaign to ensure a consistent message across online platforms.

British High Commission- GREAT Campaign Manager

Aug 2013 –March 2015

To generate business through strategically communicating the best that United Kingdom has to offer to India in order to encourage trade and investments in the UK.

- Developed & integrated B2C/B2B Marketing Strategies and activity plans for key sectors & demographics
- Managed campaign master plan to ensure that individual activity dovetails effectively
- Responsible for day-to-day management, tracking and successful delivery of GREAT Campaign across India
- Developed multi-channel strategy by integrating traditional, digital, social media communication & experiential activities
- **Industry relations: Establishing communication paths & advancing DIT (*erstwhile UKTI*) agenda with key policymakers and industry workgroups such as CII, UKIBC, FICCI & Invest India**

Strategic & Key Achievements

- **65% increase in FDI's & 9350 job creations between 2013-15 supported by GREAT Campaign**
- Organized HNI reception at The Durbar Court around Regional Pravasi Bharatiya Divas in London 2014
- Single-handedly responsible for Country Partnerships at "British Polo Day" (Jodhpur), "Economic Times- Global Business Summit 2015" & British Airways for "90 Years of Flying to India"
- **Outreached 2.5 million by Digital Marketing, 296.9 million by Radio Activity & 229 PRESS representations in 2013-14**
- Conceptualized & delivered Bespoke trade events via seminars, workshops, expo's & networking receptions across India
- **Conceptualized & delivered networking opportunities for UK Ministers, Media Partnerships and Launch of UK brands**
- **Created at least 20 investment opportunities for more than 200 India SME & HNI network to invest in the UK**
- Created benchmarks & standards for future activities at the UK Mission in India

McGraw-Hill Educational Services Ltd, Noida - Manager, Marketing

July 2010 – Aug 2013

- Strategic Marketing Campaign focusing on BFSI and Retail sectors
- Budget creations for ATL & BTL Marcom Campaign
- Managed and provided marketing support to sales & delivery team
- Enhancing brand visibility in print and electronic media space
- Conceptualized and prepared strategic presentations for leadership team

India Brand Equity Foundation, Confederation of India Industry, Gurgaon- Executive Officer

Oct 2008-June 2010

- Outreach, Event Planning & Execution, dialogues and liaison for International forums
- Showcasing/launching of India brand messaging events and reports, globally
- Engaging with the decision makers and influencers (government and industry)
- Building Branding Strategy, coordinating with vendors / Creative Agencies
- Formulated reports and spearheaded various forums and summits & events such as:
 - 59th Berlin International Film Festival 2009 "Berlinale", Berlin (Event)
 - CII 10th Market Summit, 2009 in New Delhi (Summit)
 - The India Show 2009, St.Petersburg Russia (Event)
 - World Economic Forum 2010, Davos Switzerland (Summit)
 - The Best of India, a Coffee Table Book released by then Minister Shri Anand Sharma at The India Show 2009, St. Petersburg Russia (Report)

Hakuhodo Percept, New Delhi – Sr. Account Executive

Aug 2003 – Sept 2008

- Client Servicing: SONY VIAO, Blackberry Apparels & NGK Spark Plugs

Education

- I. 2020 | Certification Programme on Social Media Marketing from LinkedIn
- II. 2020 | Certification Programme on Content Marketing from LinkedIn
- III. 2016 | Certification Programme on Digital Marketing Professional from NIESBUD
- IV. 2011 | Post Graduate Diploma in Global Business Management from Indian Institute of Management, Lucknow
- V. 2004 | BBA in Marketing & International Business from Guru Gobind Singh Indraprastha University
- VI. 2001 | SSC in Commerce from St. Andrews Scots school in CBSE
- VII. 1999 | High School from Summer Fields School in CBSE