

PROFESSIONAL SUMMARY

A holistic & result oriented marketing professional with around 9.5 years of experience in managing the business of brands across different verticals & lifecycles - *from leading travel & consumer durables to luxury cruises & startup*. Managing teams & leading marketing activities since the past 3.5 years.

KEY SKILLS

Marketing Strategy | Marketing Analysis | Campaign Management | Brand Management | Lead Generation | Performance Marketing | Integrated Marketing Communication | Team Management | Project Management | CRM | Digital Marketing | Social Media Marketing | Go to Market Strategy | ATL & BTL | Category & Product Management | Trade Marketing | Brand Alliances | Consumer Insights | Product Marketing

PROFESSIONAL EXPERIENCE

Senior Manager (DGM) – Marketing THOMAS COOK INDIA

March 19 – May 20

- Heading Marketing for Holidays Business leading a team of 3 Managers.
- Responsibility of achieving Annual Business Targets – Primary: **(Lead Generation - 1.5 lakhs)** & Secondary **(Aiding in Sales Achievement: 1200+ CR)** with a budget of **20+ Cr.**
- Working closely with key stakeholders & on key projects to help optimize business performance - Call Center, CRM, External Consultants, Retail Stores & Digital Marketing
- Managed end to end Social Media & drove content strategy for Instagram resulting in increase of **150%** + in followers in 6 months

Key Achievement

- ✓ *Achieved **82% + of 2019 Leads & Sales Target** for International Holidays (inspite of being one of the worst year for Travel Industry & in the history of the company)*

Marketing Manager – Royal Caribbean Cruises. TIRUN TRAVEL MARKETING

June 14- March 19

- Driving product management & marketing campaigns for Celebrity Cruises resulting in the best performing year (2018) with YOY growth of approx **35% in sales revenue & 40% in pax.**
- Relaunched Azamara Club Cruises in 2015 with a media neutral strategy resulting in **100% + increase in queries & sales of \$68500 in 6 months.**
- Assisted in developing & mentoring a new **10 member sales team** for Celebrity Cruises in 2017.
- Other responsibilities : Product Management, Product Training, Consumer & Market Research

Key Achievements

- ✓ *Winner of “Best Employee Contribution Award” (2015)*
- ✓ *Part of the team responsible in getting an **International Cruise ship** to start luxury cruises from Mumbai for the first time ever and successfully handling the entire project (2017)*

Assistant Manager – Advertising and Brand Development BAJAJ ELECTRICALS

January 13 – June 14

- Managing ATL & BTL advertising requirements of 2 Business units - Appliances and Lighting
- Responsible for conceptualizing, planning & executing product launches, events, packaging design, retail branding across India.

Key Achievements

- ✓ *Successfully handled entire retail branding requirements for 50 Bajaj World opened in 2013 and revamping of the packaging design for over 500 SKU's*

Assistant Brand Manager

June 09 – May 11

MYGENIE – An Experience Gifting Startup

- Part of core team & involved in developing the brand identity & business model. Key responsibility included Business development.

EDUCATION:

Qualification	Institute	Year
MBA in Communication Management <i>Specialization: Advertising</i>	Symbiosis Institute of Media and Communication, Bengaluru	2011- 2013
Bachelor of Management Studies <i>Specialization: Marketing</i>	Usha Pravin Gandhi College of Management, Mumbai	2009

PROFESSIONAL EDUCATION

- ✓ Google Ad Search & Display Certification – 2020
- ✓ Post-Graduation in Digital Marketing from MICA & Upgrad
Score: 89% | Year: December 2017

SPECIAL MENTIONS

- ✓ Research Project - **Asian Paints & Madison Media (2012)**
- 3 month project exploring regional advertising on digital Media based on Qualitative & Quantitative research
- ✓ Freelance Grader at Upgrad for their Post Graduation in Digital Marketing Course
- ✓ Winner of ALL INDIA B School Marketing Competition – Marketing Case Study on Tzinga
- ✓ Marketing Past volunteer of Art of Living organization

PERSONAL DETAILS

Interests: Yoga • Teaching • Cruises • Learning new skillsets to apply in Business
Date of birth: 04/10/1985
Address: 606, Challenger Tower 1, Thakur Village, Kandivali East, and Mumbai 400101
LinkedIn Profile <https://www.linkedin.com/in/varunshahmarketing/>