

A result-oriented professional with **over 12 years of impressive success in spearheading Brand Management & Marketing, Campaign Management, and Strategic Brand Positioning**, targeting Leadership assignments in Marketing & Brand Management with a reputed firm industry

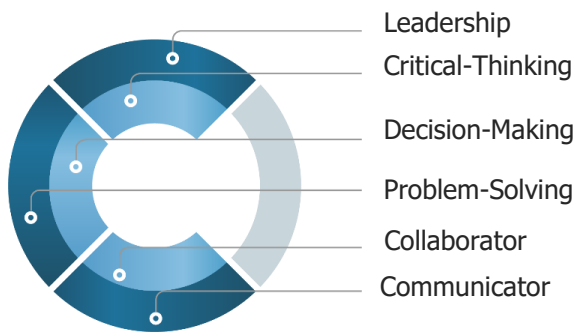
PROFILE SUMMARY

- ❖ An accomplished deadline-driven professional with vast experience in planning the delivery of the overall strategic marketing and branding program and its activities in accordance with the mission and the goals of the organization
- ❖ Showcased excellence in spearheading sustained organizational growth in dynamic environments; played a catalyst role in establishing actionable solutions, building employee value, driving vision and achieving critical strategic goals
- ❖ Passionate and innovative Brand Management Professional with a proven track record of **successfully developing, executing, and revitalizing brand strategies across diverse industries**
- ❖ Multidisciplinary experience across **B2B, IT, and SaaS industries**; Expertise in integrated marketing strategy, SaaS marketing, B2B market dynamics, and Salesforce partnership collaboration
- ❖ A strategic thinker and creative visionary, dedicated to creating meaningful connections between brands and their audiences through compelling narratives, strategic positioning, and impactful campaigns
- ❖ Gained exposure to global markets (US, Europe, Middle East, Far East and India)
- ❖ Vast and proven experience in **conceptualizing and managing end-to-end brand campaigns**, collaborating with internal and external teams to ensure seamless execution and consistent brand messaging across all touchpoints
- ❖ Possess verifiable record of achievements in creating integrated marketing and communication campaigns (including Events and Digital tactics) that led to accelerated wins for growth of brands in target market
- ❖ Impressive success in executing ATL/BTL marketing and communication plans, including the development of a range of marketing collateral, content and campaigns, and including a focus on the effective use of social media and digital marketing tactics
- ❖ **Wealth of Expertise Entails:** Go-to-market Strategy, Technology Implementation, Customer Marketing, People Management, Budgeting and Resource Allocation, People Management, Strategic Business Planning, Product Development, Mascot creation, Social Media Marketing, ATL/BTL/TTL Marketing, Brand Guideline Development, Salesforce Cloud Marketing, Content Marketing, Events, SaaS Marketing, Revenue Enhancement, Pricing Strategies, Product Requirements Document (PRD), Advertising, Whitepaper Development

CORE COMPETENCIES

- Brand Management
- Digital Marketing
- Strategic Brand Positioning
- Market Research & Analysis
- Product Launch & Promotions
- Revenue Enhancement
- Strategic Branding Initiatives
- Campaign Management
- Public & Media Relations

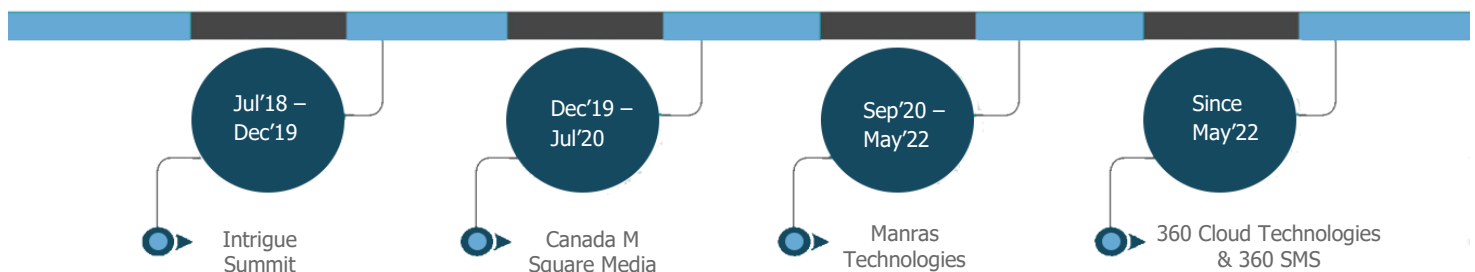
SOFT SKILLS



EDUCATION

- MBA (Marketing) from Amity University, Noida
- BBA (HR) from Career College, Bhopal

CAREER TIMELINE



WORK EXPERIENCE

Since May'22 with 360 Cloud Technologies & 360 SMS, Noida as VP - Marketing

Key Result Areas:

- ❖ Working closely with the brands and keeping them updated about the proceedings of the campaign and other marketing strategies
- ❖ Planning, implementing and evaluating marketing and communication plans to ensure the correct positioning of the company events
- ❖ Developing & fostering healthy relationship with Agencies, Journos, Publishers & Media Houses
- ❖ Managing & updating SaaS Dashboards to track CAC, LTV, Churn, Funnel Velocity, MQL-SAL-MIR, Segment Revenues and Cross-Up Sell Revenue, Online advertising and several others
- ❖ Functioning in close coordination with CEO, Investors, Board of Directors, Regional Directors & BUs globally to facilitate the growth via marketing initiatives
- ❖ Developing high quality insights to deliver high quality business impact (Brand Track/Qualitative Research/Consumer Segmentation/CSAT / DSAT/ Ad Testing etc.)
- ❖ Conceptualizing & implementing marketing strategies right from ideation, campaign, communication, business planning & projection, execution, post execution reports and tracking the progress
- ❖ Establishing customized marketing strategies in tune with the corporate strategies for demand/ lead generation, thereby achieving business targets & revenues
- ❖ Devising strategic marketing campaigns to enhance brand salience and lead generation for business development
- ❖ Ascertaining market potential of different locations and devising new strategies accordingly
- ❖ Managing corporate communication, brand image building and product awareness campaigns
- ❖ Analyzing competition through market information to finalize the marketing strategy
- ❖ Developing and maintaining supportive, productive and effective relationships at all levels within the organization
- ❖ Designing and managing integrated marketing campaigns that drive brand awareness, customer acquisition, and customer retention
- ❖ Supporting customer demand which enhanced operational efficiency; ensuring optimum level of customer satisfaction
- ❖ Conducting training and development of staff; monitoring competency grids and identifying training needs for skill up-gradation

Highlights:

- ❖ Successfully formulated and executed a data-driven branding strategy, resulting in a 40% increase in brand recognition and a 20% boost in customer trust
- ❖ Proactively managed B2B marketing campaigns, collaborating with partners for joint initiatives
- ❖ Identified key market trends and leveraged data-driven insights to revamp collateral strategy, leading to a 50% increase in engagement and a 20% growth in sales pipeline
- ❖ Successfully led the digital transformation of customer engagement initiatives by leveraging Salesforce and other tools, resulting in a 50% reduction in manual data entry and a 20% improvement in overall customer engagement metrics

Sep'20 - May'22 with Manras Technologies, Chandigarh as Head of Marketing

Highlights:

- ❖ Crafted and implemented effective data-driven marketing strategies for new and existing products, increasing customer engagement by 40% and driving a 25% growth in revenue through targeted campaigns
- ❖ Successfully executed a highly successful brand makeover, integrating a captivating mascot into all marketing materials and digital platforms, leading to a 50% surge in social media followers and a 25% rise in website conversions
- ❖ Streamlined marketing team activities, optimizing workflow processes and reducing project turnaround time by 25% while maintaining high-quality deliverables
- ❖ Streamlined customer support process by implementing chatbot automation and reducing response time by 60%; improved customer satisfaction scores by 15% and reduced support ticket volume by 40%

PREVIOUS EXPERIENCE

Dec'19 - Jul'20 with Canada M Square Media, Panchkula as Manager

Jul'18 - Dec'19 with Intrigue Summit, Panchkula as Senior Manager Marketing

Jun'16 - Jun'18 with Boom Infotech, Panchkula as Senior Manager Marketing & Sales

Apr'15 - Jun'16 as Online Marketing Consultant (Freelance), Pondicherry

Apr'14 - Apr'15 with MPC Global ITS, Bengaluru

Apr'12 - Apr'14 with Izee Manpower & Izee B School, Bengaluru as Business Development Manager

Apr'11 - Apr'12 with Infosys, Bengaluru as Business Development Executive

IT SKILLS

~Google Adwords ~Google Analytics ~SEMrush ~Ahrefs ~SendGrid ~Hotjar
~SFMC- Salesforce Marketing Cloud ~Pardot ~ChatGPT ~Flick ~Lately

PERSONAL DETAILS

Date of Birth: 30th March 1991

Location: Noida