

EDUCATION

2007

**MBA, Marketing – Full Time
University of Delhi, India**

2003

**BCOM, Business Studies
HCD College, India**

KEYSKILLS

- ATL & Trade Marketing
- Digital
- Innovation Specialist
- B2B & B2C sales marketing
- Influencer management

AFFILIATIONS

- Speaker, Association of Professional Marketers for Startups convention
- Published more than 30 articles for my social startup on Digital Media
- Speaker at various business schools for sharing marketing knowledge with upcoming generation.

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- ✓ Mobile: +971506549224 (Dubai)
- ✓ Mobile: +919971004383(India)



16 years in FMCG | Alco Bev | Startups

Results-driven **specialist in senior leadership role** with forward-thinking approach centered on company success and competitive growth. Crafting strategies for overall Business & Brand Growth for respectable market share.

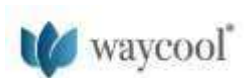
- ✓ Managing **Business & P&L Management, Consumer&Trade marketing & Digital Marketing, NPD, Market research**
- ✓ An Out-of-the-Box thinker with a proven track record of growing revenues, streamlining workflow, and creating a teamwork environment to enhance productivity.

CERTIFICATIONS

- ✓ Lean Six Sigma, GREEN BELT' from More stream University, USA
- ✓ Certified 'Digital Marketer' by Edukart, India
- ✓ Certified "Life Coach" & Professional Life coach, India

EMPLOYMENT:

**Currently working with Waycool DMCC- DUBAI- UAE
International Business Marketing Head**



2022-Present

Handling categories-Ready to Eat, Rice, Pulses,Spices,Ready to Cook Brands – Freshey's, Kitchenji, Madhuram

Digital Marketing

- Influencer Management – Hiring, Content Creation & Execution
- Strategized, developed, and managed paid digital marketing across platforms of social media & google ADS
- Launched SEO campaigns for high volume and long tail keywords.
- Managed brand budgets, ensuring effective allocation of resources and delivering campaigns within budgetary guidelines.

Business Management, Marketing, Brand & Communication Strategy

- Developed and implemented comprehensive business & brand strategies, resulting in a 10% increase in brand awareness and a 5% growth in market share of Hypermarkets
- Led cross-functional teams in the execution of integrated marketing campaigns, including digital advertising, social media, PR, and events.
- Conducted market research and competitor analysis to identify market trends, consumer insights, and opportunities for brand differentiation.
- Collaborated with product development teams to align new product launches with brand positioning and messaging.
- Cultivated and maintained strategic partnerships with key influencers, media outlets, and industry stakeholders.
- Planning launch and got to market strategy based on the usage patterns as per Nielsen Reports & Euromonitor data.

ACCOMPLISHMENTS

- **FY2007** Awarded "Best New Comer "at Xerox Corporation
- **FY2021**, Ranked 2nd in Behavioral Assessment Program at JIL
- **FY 2021**, Selected as core team member for "Entrepreneurial operating System "at Swan rose Inc. & Jagatjit Industries Limited"
- **FY 2022**, Key Team at Waycool DMCC

PERSONAL INFORMATION

- **Marital Status:** Married
- **Languages Known:** English & Hindi
- **Current Residence:** Discovery Garden, Dubai,UAE
- **Permanent Residence:** New Delhi, India

Media Planning & Buying

- Media Briefing, Media Buying & Planning & focus brands for ATL activities.
- Performance marketing media plan & execution for Digital

Team & Agency Management

- Leading a team of 3-4 people to run all the marketing activities of the firm.
- Successfully onboarded/hired leading creative, Media & digital agencies for strategy and execution of AOP marketing.

Jagatjit Industries Limited (Liquor) & Milkfood Limited (Dairy) with Exports -2017 -2022 *Assistant Vice President Marketing,*



Majorly into FMCG business,

Brands Handled: Milkfood Ghee, Aristocrat Whiskey, AC Black ,Royal Pride Whiskey, DamnGoodScotch, IICE Vodka, Royal Medallion Brandy, AC Royale Brandy, Just Human Hand Sanitizer

- Made campaign like "Yeh Waqt mera hai" with Sunny Leone" for Mass brand awareness.
- Devising marketing strategy & create brand awareness **through Instore media, social media & mass marketing activity like Radio & TV**
- Making the Annual operating plan as per sales target, making sure all ATLBTL & digital are covered in the plan to achieve top line of organization.



WOMEN RELAXOLOGY
— LIKE YOUR DEAR —

Business Consultant at IIM Lucknow & Founder "Women Relaxology 2015-2017

- Incubation of "Women Relaxology" as Founder under Startup India
- Collaborated with sales team to increase brand awareness and enhance business development by building and maintaining relationships with key accounts.
- Directed marketing plans for IIM startups + clients, proactively servicing needs, maintaining satisfaction and consistently achieving profit goals.

Louis Dreyfus Commodities 2014-2015 **Brand Lead**



- Launched Vibhor Oils with consumer research, new packaging & GTM strategy to achieve 2% market share.
- Business Planning/GTM strategy – Responsible for building robust brand and product strategy and developing communication mix for the brand launch in **India, Singapore & Dubai**
- Brand/Product Strategy – Increased market share by 2X through Strategic and Go to Marketing Planning along with Sales/Retention of the launch of new brand edible oils category.

LT Foods Limited 2011- 2014 **Brand Manager**



- Brands Handled: Daawat Rice & Devaaya (Atta, Maida Suji, Besan, Rice & Poha) are the leading brands of India, **USA & Middle East**, company shares 20% market share in Rice industry as per Nielsen.
- Worked on **commercial with Amitabh Bachchan** for TV Campaigns

- Packaging: New packaging development of entire range of Rice category
- New Product Launch: Regular Rice & Basmati Rice
- Retail Sampling: Major tie ups like Future Retail, ABRL etc

Tilda Rice UK 2009 - 2011

Assistant Manager Marketing



- Launched Tilda Rice in all leading retail chains like, Spencer's, Big Bazaar with 15% market share at all successful retail chains in **India, Mauritius, and Dubai**
- Launched Tilda Rice in all leading top 25 hotels and chain of restaurants in India with a complete food service range called "RIZ Brands" achieving 7% market share in 2 years.

Xerox Corporation 2007 - 2009

Assistant Marketing Manager



- Boosted brand awareness and generated leads while managing internal and external marketing campaigns and programs.
- Qualified Six Sigma Yellow Belt & then implemented Remote Engineer Program to earn **Green Belt Six Sigma Certificate**

The Nielsen India 2006 – 2007

Quantitative Researcher



- Quantitative Market Research – Syndicated & Customized research studies
- Customer satisfaction, Ad pretest, Concept evaluation, new product test
- Mystery shopping, Need gap analysis, Competition mapping.
- Identified cost effective market prospects with a focus on product growth.
- Researched corporate market positions and forecasted product lines.