

MY PROFILE

Integrated Marketing Professional with over 6 years of experience entailing End to End Campaign and Project Management, Brand Marketing, Market Research, Media & Communication strategy, Customer Relationship Management for Local & Global Markets. A natural leader, who enjoys guiding teams even under pressured conditions and likes being part of highly productive teams. Possess strong problem-solving skills with good prioritization and organizational skills to work effectively in a fast-paced team-driven environment.

WORK EXPERIENCE

SENIOR ACCOUNT EXECUTIVE

CHEIL INDIA, Gurgaon, Haryana, India

SEP 2019 - FEB 2023

- Developed integrated marketing strategies and digital campaigns to establish the business growth of Samsung India's community mobile app- Samsung Members and achieve the app KPI targets - Registered Users, DAU and MAU.
 - Managed cross-functional growth and ensured smooth execution of all marketing campaigns by working closely with the creative team, product team, regional and global business teams.
 - Conceptualized and involved the community in all GTM and product launches.
 - During marketing projects, taking full ownership of all operations - from initiation, planning, execution, monitoring and closing.
 - Drive engaging content in community on a regular basis on all Samsung products and services.
 - Ensures that all campaign communication and assets adhere to the brand guidelines.
 - Measure online marketing campaign reports and analyze the performance of marketing campaigns against the set KPIs and benchmarks.
 - Conduct competitive market research analysis periodically for different brand communities.
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SENIOR ACCOUNT EXECUTIVE

VALUE 360 COMMUNICATIONS, New Delhi, India

NOV 2018 - JUN 2019

- Brands managed: Oriflame, TiE India, Safeduate Learning & Nearby Technologies
 - Developed effective communication strategy, managed and executed all digital brand marketing activities for all clients to establish sustainable business growth.
 - Responsible for digital content creation and curation based on client requirements.
 - Responsible for planning, executing and monitoring various paid media campaigns on social media.
 - Ensure all clients brand positioning are in line with the objectives of the brand.
 - Involved in pitching for new business.
 - Managed a team of 4-5 members to deliver all client requirements and meet the timelines.
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WORK EXPERIENCE

SENIOR EXECUTIVE - Client Servicing

FREELOADER INCORPORATED COMMUNICATIONS, New Delhi, India

FEB 2017 - OCT 2018

- Brands managed: nubia Smartphones, Red Magic, Madame Tussauds Delhi, Marks & Spencer
- Created and delivered full 360-go-to market plans for nubia Smartphone products lifecycle and brand marketing activities.
- Organized and lead multiple offline events for Madame Tussauds Delhi wax figure launches and Marks & Spencer's for its store launch, product launch, runaway shows and corporate events.
- Responsible in OOH advertisement promotions for Madame Tussaud's and local restaurants at prime locations.
- Conduct competitive research analysis for mobile smartphones.
- Worked closely with Amazon and Flipkart partners to drive marketplace business for nubia smartphones.
- Coordinated with vendors/studios to oversee print and video assets. Also regularly coordinated with digital media agencies to track the effectiveness digital media promotions
- Involved in pitches on new prospective clients for business growth.

LEAD - MARKETING & EVENTS

ROOFPIK, Gurgaon, Haryana, India

OCT 2016 - JAN 2017

- Organized and lead community events.
- Responsible for market research which involved collecting and recording data that helped the business unit to understand its market.
- Identify key networking channels to generate brand awareness.

EDUCATION

Masters

MBA - Marketing & Project Management / SEP 2014 - JAN 2016

De Montfort University, Leicester, UK

Bachelors

BA - PROGRAMME / JUL 2011 - MAY 2014

Delhi College of Arts & Commerce, Delhi University, New Delhi, India

PRO & PERSONAL SKILLS

MS Excel / MS PowerPoint/ Digital Marketing/ Google Analytics/ Market Research

HOBBIES & PERSONAL INTEREST

Photography / Sports / Social Work / Cooking

LANGUAGE

English / Hindi / Malayalam
