

SHREYAS J

Brand Management (ATL & BTL)

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Accomplished **Brand Manager** with expertise in **Product Management, Market Research & Analysis, and Trade Marketing**, targeting a challenging role in **Brand Management** with a focus on **ATL and BTL** activities; preferably in Bengaluru & other Countries

Core Competencies

Product Management & Portfolio Expansion

Market Research & Competitive Analysis

Brand Management & Strategy

Training & Development

Trade Marketing & Promotions

ATL and BTL Activities Execution

Strategic Marketing Management

Sales Promotion & Growth

Cross-functional Coordination

Brand Awareness & Brand Positioning

Reputation Management

Customer Relationship Management

IT Skills

- MS Office (Word, Power Point, & Excel)

Education

2016: PGDM in Marketing & Supply Chain from International School of Business & Research (ISBR), Bengaluru, Karnataka

2014: BBM in Marketing from S.B.B.R Mahajana First Grade College Mysore, Karnataka

Soft Skills

Effective Communicator, Time Management, Problem-Solver, Decision-Maker, Team Management, Leadership, Multi-Tasking & Negotiation

Profile Summary

- Possessing over of experience in Product Marketing, excelling in **Product Management, Market Research & Analysis, Brand Management, and Trade Marketing** across various industries
- Presently working as a Brand Manager at **Sturlite Electric Private Limited**, driving brand strategies, and implementing trade marketing initiatives
- Exhibiting strong skills in communication, interpersonal relations, and effective delivery under any circumstances, contributing to overall business growth
- Proven track record of success in achieving business objectives, driving product portfolio expansion, and understanding market trends
- Skilled in analyzing competition, implementing trade schemes for dealers, architects, and contractors, and training field teams on product offerings

Work Experience

Sturlite Electric Private Limited || Brand Manager || Sep'22-Present

- Driving the **BTL activities pan India** for entire product bucket of the organization using the latest tools and platforms, media, and opportunities available to fulfil the Business Objective.
- Present **results** and **analysis** at the monthly review of business meeting and managing **trade marketing budget**.
- Planning and execution of brand campaigns in close coordination with regional sales team for planning promotional activities like **Events and Exhibitions**.
- Responsible for the **product launch events, dealer & electrician meets, trade promotion plans**, including planning, budgeting.
- Conceptualizing and building brand activities for preferred **brand store and retail visibility**.
- Development of **marketing collateral's** other **marketing merchandising** for specific zone and ensuring timely dispatch of the same.
- Tracking **industry trends and competitor activities** and updating the management on competitor branding activities and price changes.
- Mointoring and managing the expenses with allocated budget for each zones.
- Identifying and collaborating with agency partners, sculpting comprehensive marketing and brand strategies
- Organizing **digital marketing initiatives**, encompassing social media management and **demand generation**, amplifying brand visibility and engagement for the lighting business
- Pioneering end-to-end **media management** for the brand on Amazon, successfully driving substantial growth during Prime Days and new product launches
- Navigating data-driven category analysis to introduce cutting-edge lighting products on Amazon, capitalizing on market insights
- Planning a dynamic monthly **content calendar** for lighting verticals across diverse social media platforms, ensuring consistent brand messaging
- Spearheading a **5 crore quarter 1 campaign**, encompassing a groundbreaking TV commercial featuring Ranveer Singh, coupled with a multi-state online blitz, crossing an impressive **30 million impressions** on platforms such as **YouTube, Facebook, and Instagram**
- Executing impactful outdoor campaigns in Bengaluru, utilizing **cab branding** and **airport trolley** branding to expand brand reach and recognition

- Formulating and executing end-to-end **ATL, BTL, and Digital campaigns** to drive sales and exceed revenue targets.

Previous Work Experience

Regional Marketing In-charge || Nitco Ltd., Bengaluru || Jan'22 – Sep'22

- Collaborated seamlessly with the regional in-field team to conceptualize and execute tailored **local promotional activities** and initiatives, catering precisely to distinctive market demands
- Aligned closely with the regional manager, spearheading the seamless implementation of dynamic trade marketing and brand strategies, orchestrating impactful plans and initiatives
- Led the charge as the **driving force** behind the strategic placement and showcasing of tiles across **Franchise and MBO outlets**, ensuring compelling and attention-grabbing displays
- Pioneered comprehensive new product training sessions for **Contractors and Dealers**, leveraging immersive offline demos to impart product knowledge and enhance market readiness
- Engineered a deep **market understanding**, translating insights into effective trade schemes catering to the unique needs of Dealers, Architects, and Contractors
- Mapped the competitive landscape of product offerings, **plotting products within price grids** and devising innovative trade schemes to maintain competitive advantage
- Orchestrated seamless collaboration with external agencies responsible for producing communication materials, apparel, and **POS equipment**, ensuring cohesive brand representation
- Curated a selection of products for high-impact dealer meets, curating offerings for both interior and exterior segments

Assistant Marketing Manager || Kajaria Plywood Pvt. Ltd., Bengaluru || May'19-Dec'21

- Coordinated with the sales team to conduct **insightful market research**, gaining a comprehensive grasp of problem statements, emerging trends, competition, and the valuable voice of dealers, architects, and contractors
- Pioneered the strategic expansion of the product portfolio within the category through dynamic trade marketing initiatives, driving category growth and market prominence
- Generated comprehensive product reports for management, delivering insightful analyses of category performance, weekly sales trends, and plan alignment
- Formulated strategic plans in close coordination with the sales team, devising impactful **below-the-line (BTL) strategies** and go-to-market recommendations tailored for the vibrant south India Market
- Engineered trade schemes catering to **Dealers, Architects, Contractors, and Carpenters**, effectively leveraging market insights to drive engagement and loyalty
- Analyzed competitor product offerings, mapping them within price grids to inform collaborative discussions with key team members, guiding strategic next steps
- Empowered the sales team with fitting **point-of-purchase (POP)** and **point-of-sale (POS) materials**, ensuring their readiness to engage customers
- Worked closely with the marketing agency to craft compelling **product collaterals, leaflets, price lists, and catalogs**, enhancing brand visibility and customer engagement
- Selected standout products for dealer meets, as well as prominent Interior and Exterior fairs and events, strategically maximizing brand exposure and interaction

Assistant Marketing Manager || EssilorIndia Pvt. Ltd., Bengaluru|| Oct'18 – Apr'19

- Conducted awareness generation activities to educate end-users about the importance of vision screening and wearing spectacles, promoting brand values and social responsibility
- Planned and delivered business objectives for the **Sunglasses & Frames categories** in the **South & East India market**, driving sales and market share growth
- Managed the product portfolio by analyzing performance and recommending **product roadmaps**, ensuring alignment with market trends and customer needs
- Reviewed **product positioning, competition analysis, & proposing improvement areas**, maintaining a competitive edge in the market
- Undertook field visits to **interact with customers, channel partners**, and fulfill marketing requirements, ensuring effective communication and feedback
- Implemented trade schemes and conducting local-level events to drive business growth, catering to specific market needs and opportunities
- Created relevant communication materials for product launches, ensuring effective promotion and brand consistency

Highlights:

- Unveiled a stunning collection of **20 sunglasses and 25 frames**, masterfully launching them into the vibrant markets of South and East India
- Championed an innovative monthly **NPD meeting series**, orchestrating collaborative brainstorming sessions with global product teams to unearth fresh business prospects, pioneering product designs, and captivating diversification avenues
- Initiated a groundbreaking program, the '**Elite Eye Mitra Club**,' tailored to honor and empower the unwavering support of our esteemed Eye Mitra community, dedicatedly bolstering the remarkable success of our **2.5 NVG brand**
- Engineered an awe-inspiring **Annual Sales Meet and Eye Mitra Convention Event in 2019**, seamlessly bringing together diverse stakeholders for immersive engagement, knowledge exchange, and fostering invaluable connections
- Liaised with the marketing agency to facilitate prototype development, precise **color-proofing, text-proofing, approvals**, and all associated endeavors
- Spearheaded the dynamic coordination of **product photo shoots, audio recordings, and video productions**, ensuring impeccable visual representation and media content creation

Kurlon Enterprise Limited, Bengaluru || Jan'16-Sep'18

Growth Path:

Jan'17-Sep'18: Marketing Executive-Pillow & Bedsheet Business & Trade Marketing

Jan'16-Dec'16: Management Trainee

- Devised and executed strategic plans to accomplish business objectives for the **Pillow and Bedsheet Category**, achieving a notable turnover of **Rs. 40 Cr. in FY2017-18**
- Innovated Portfolio Expansion of the Pillow Category's product portfolio, driving not only top-line growth across assigned channels but also enhancing bottom-line results through innovative pricing strategies
- Masterminded the vigilant monitoring of market trends, researching consumer landscapes and competitors' activities to uncover pivotal product marketing opportunities and areas primed for enhancement
- managed diverse product lines including **Mattresses, Pillows, Sofas, and Furniture**, orchestrating comprehensive marketing activities for optimal market penetration
- Scheduled market research initiatives to delve into the Voice of the Customer (VOC) and Voice of the Market (VOM), fueling the design of tailored product communications
- Led the introduction and marketing of novel products, seamlessly aligning cross-functional plans with sales and production teams on a **Pan-India scale**
- Assessed the competitive landscape and communication trends, effectively synchronizing insights with the Brand Manager to drive informed branding strategies
- Collaborated in the execution of **test-marketing initiatives**, strategically introducing novel products and schemes through selective launches to gauge market response and refine market entry strategies
- Supervised the monitoring of weekly and **monthly marketing budget utilization**, enhancing cost-efficiency and resource allocation through a detailed budget tracker
- Planned optimal data sources to drive impactful product line communications, working in close coordination with product managers to define and implement effective product marketing communication design

Highlights:

- Directed the launch of **New Product like Glacies Gel Pillow (1.5 Cr), Latex Pillow (1 Cr) & Art of India Bedsheet (2 Cr)**
- Ignited the groundbreaking 'Project Phoenix' initiative, orchestrating a re-engineering of the pillow product range. Pioneered the introduction of innovative '**Kurlopillo**' technology, elevating the brand with a novel positioning-"**Pillow Crafted to Perfection**"
- Unveiled an exclusive and captivating range of pillows and bed sheets, captivating the market with unique offerings tailored to discerning tastes
- Spearheaded the strategic organization of the **Kurlon Kare Club's annual sales and dealer meet events**, fostering engagement and relationships throughout the dynamic years of 2017-2018

Internship

- A market research study on cement players' market-share & brand positioning across Karnataka & Andhra Pradesh (Jun'15-Aug'15)

Personal Details

Date of Birth: 15th November 1993

Address: 73, Amba Sadana, 7th Main, 3rd block, Ayyappanagar, K.R.Pura, Bengaluru - 560036, Karnataka

Languages Known: English, Hindi, Kannada and Telugu

