**PUSHKAR JAISWAL**

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**Profile & Skills Set**

Certified Marketer with 8+ years’ experience in Retail Marketing, Media Planning, ATL/BTL, Inventory planning, Pricing, Sales Planning Management and Budgeting with diverse group of Organisations.

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| --- | --- | --- | --- | --- |
| **Email Marketing** | **SMM & SEM** | **E-commerce** | **Media Planning/Buying** | **Negotiation** |
| **Business Planning** | **Sales Strategy** | **Budgeting** | **Product Pricing/Promotion** | **Relationship Mgt.** |

**Education:**

* Msc. Digital Marketing at Trinity College Dublin, Ireland 2017-18.
* MBA at Institute of Management Studies Dehradun, 2006-08.
* B.com at D.A.V (PG) College, Dehradun 2003-06.
* 10+2 at Doon International School, Dehradun 2000-03.

**Professional Experience:**

**Enterprise Growth Accelerator- Faridabad, India | Sr. Executive Digital Marketing- Dec’19 to May’2020**

Email Marketing

* **Increased open & click rate upto 97% & 95%.** Managing Email campaigns i.e. setup, scheduling, testing, tagging, analysing & reporting. Procuring subscribers database for maximum engagement via segmentation.
* Content creation, template design for email marketing (mail chimp & email IQ) for blogs & newsletters.

Social Media Planning

* Develop, implement & monitor the social media strategy to drive website traffic and engagement.
* Ownership of our touch pints and content creation for social media platforms & measure it with set KPI’S.
* Regularly monitor competitor social media handles and create competitor’s analysis report.

SEM & SEO

* Create, Monitor, and optimize search campaigns on Google Ads along with keyword research.
* Assisting the paid media head in copywriting, running the A/B test to improve quality score.
* Conducting and analysing the website audit with competitors and report the same for changes.

**Swatch Group India- (Calvin Klein) New Delhi India | Assistant Manager Marketing- Apr’13 to Aug’17**

Marketing Strategy & Media Planning

* Devise annual marketing plan with objectives that are aligned to business plan for **232 POS** across India.
* Creating media plan and work closely with Brand manager & sales team to achieve world class execution of ATL/BTL digital campaigns as per brand guidelines. Develop marketing collateral, brochures, and catalogue.

Brand Activation & PR Events

* Planned and executed the mall activation at leading malls for driving brand awareness, footfalls at POS.
* Organised media events for product launch leveraging the leading celebrities, fashion stylist, & Bloggers.
* Execute PR content and distribution to print and online media platforms as per product launch.

Sales & Inventory Management

* Formulate sales strategies to increase sell in/sell out and driving sales to maximise top line growth.
* SKU rationalisation to maintain the profitable SKU & liquidate the slow movers that **contributed 6% of sale**.
* Expanded key accounts **sales by 16%** through new product launch & setting distributors target achievement.

Budget Planning & Project Management

* **Installed 47 Shop in Shops** from 2013-2017 that additionally contributed to **11% growth**.
* Development & controlling of SIS projects for better visibility and manage the vendors for quality check.
* Create, monitor & control budget spends-projects sheet PO’s and track all marketing related expenses.

**Delhi Duty Free Services (IGI Airport) New Delhi, India | Marketing Executive- Jun’10- Apr’13**

Branding & Sales Promotion

* Coordinating with Brand managers of Diageo, Pernod Ricard, Dior, Loreal, etc for brand activation at DDFS.
* Updating POS material in the shops and planning with marketing team for any product promotions & offers.
* Developed a series of such campaigns that had accounted for further business of **US$ 23 mn.**

Merchandising & Vendor Management

* **Slashed variable marketing cost by 22%** by onboarding new vendors and negotiating prices.
* Liaising with government bodies in context with documentation/approvals for running the campaign.
* Tactical alliance with airport authorities to grab the passenger’s attention to convert them into customers.

**Vodafone- New Delhi, India | Customer Relationship Executive- Nov’08- May’10**

* **Overachieved monthly targets postpaid + VAS** and recognised as sales achiever in south zone.
* Maintained a Customer satisfaction of 100% and Scored 97% in Quality mystery audit.

**Internships:**

* SVG Media (Dentsu Aegis Network) | Digital Marketing Intern | Oct’19- Dec’19
* Proventus.ie Dublin, Ireland | Digital Marketing Intern | Aug’18- Oct’18.
* Hindustan Coca Cola Beverages Pvt Ltd, Dehradun India | Sales Trainee | Jun’07- Aug’07

**Certifications:**

* HubSpot Inbound certification by HubSpot academy -Nov’19.
* Google search & Display ads certification skill shop by Google- Nov’19
* Shopping Ads certification Academy for Ads by Google- May’19.
* Google Ads Fundamental Certification- Academy for Ads by Google- Nov’18.
* Google Analytics for Beginners by Google analytics Academy- April 2022.

**Pushkar Jaiswal**