

SHARAD SHUKLA

MARKETING MANAGER

PROFESSIONAL SKILLS

Marketing Campaigns-Online and Offline
Performance Marketing
Brand Strategy
Campaign Management
Communication Strategy
Affiliate Marketing
Multi Channel Marketing
Market research
Analytical
Collaborative

PERSONAL SKILLS

Eye for detail
Organized
Time management
Team player
Fast learner
Self Motivated

CONTACT

+91 95601 43669
sharad76s@gmail.com
City- Bangalore

REFERENCES

AMIT VERMA
AVP Marketing

NEHA NALINI
Senior Manager

SOMNATH DHENKI
Associate Director-Media

PROFILE

Data-driven Marketing Manager skilled in creating marketing plans and leading successful product launches, promotions and development. Analytical approach to revamping marketing plans to meet dynamic needs.

EXPERIENCE

SENIOR MANAGER MARKETING

Neuroglia Health PVT Ltd | Apr 2021 - Till date

- Formulated holistic Marketing campaign strategy
- Devised strategy for Social Media, Content Marketing, Brand Guidelines, and offline presence
- Improving the efficiencies of Marketing channels looking at the analytics

MARKETING MANAGER

Rapido| Mar 2020 - Oct 2020

- Managed Online, Offline and Brand strategy and campaigns
- Meet monthly targets of Bookings, CPBs, CIR etc using different channels in efficient manner. Reduced CIR by 20%
- Work closely with Performance, Branding, Affiliate,Media agencies along with internal teams like Product, Tech,Legal,Finance etc

MARKETING MANAGER

Zoomcar. | Oct 2018 - Mar 2020

- Managed Online, Offline and Brand strategy and campaigns
- Launched ZAP Subscribe and swi

GROUP HEAD-MEDIA

Starcom India, OMD India, Zenith Optimedia | Sept 2014 - Oct 2018

- Worked for Nestle, Renault, Fitbit and OLA
- Managed Online and Offline Marketing activities
- Managed Strategy to implementation for required campaigns

SELF EMPLOYED

2012 - 2014

- Sales of Servers and storage devices
- Data Storage solutions

ASSIATANT MANAGER

ICICI Bank | 2011 - 2012

- Servicing given set of customers
- Cross selling the banking products and services

EDUCATION

MBA IN MARKETING MANAGEMENT

IMS Ghaziabad| 2009 - 2011

B.TECH IN ELECTRONICS AND COMMUNICATION

Ajay Kumar Garg Engg College| 2004 - 2008

ACCOMPLISHMENTS

- Won accolades like Maddys, Inkspell, Times Travel Award etc for the Marketing campaigns
- Successfully launched new products on Media like Renault Kwid, Fitbit, Nestle Everyday Masala Tea,ZAP etc
- Successful traffic planning for sale campaigns of Zoomcar and ZAP. Increased traffic to 20X.