

## Shubhi Dubey

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### EXPERIENCE

#### Fliplearn

##### General Manager - Marketing

Gurgaon, India

Feb 19– till date

- Conceptualizing & executing marketing strategies right from ideation, business planning & projection, campaign designing, communication, execution, post execution reports and tracking the progress
- Established a retailer marketing channel which led to a 120% increase in brand awareness among users
- Responsible for conceptualizing and creating monetizable brand properties/ IPs . Worked on growing reach and consumption of established IP's along with complete on air, digital and on-ground growth of Fliplearn.
- Created screen agnostic integrated marketing and business strategies which include media planning on assets across On-air, Digital and On-ground.
- In charge of marketing, Alliances & communication strategy for Edutech. Creating channel led brand solutions for clients. Other responsibilities include trade marketing, brand associations and managing the output from cross functional teams.
- Restructured the team and aligned goals (with clear and simple metrics) towards infusing performance-oriented culture
- Currently working on creating a cross-platform advertising product through strategic alliances with select start-ups

#### Lenovo

##### Marketing Consultant

Bengaluru, India

Oct 17 – June 18

- Directing end-to-end Digital, Social Media Community and Brand Marketing activities for India region in coordination with Global Marketing Teams
- Conceptualizing & executing marketing strategies right from ideation, business planning & projection, campaign designing, communication, execution, post execution reports and tracking the progress. Responsible for driving and executing an integrated marketing strategy for the company including Brand building, Content marketing, Social Media strategy, Brand partnerships & Digital marketing for Lenovo
- Strategizing digital marketing and mobile marketing activities; conducting digital marketing campaigns which includes social media, mobile app, digital and services marketing
- Coordinating and collaborating with the Creative, Digital, Media, PR and other key agencies; managing the media spends for owned and paid media
- Designed & implemented custom research projects for Brand Equity Measurement & Pre-tests of potential product launches

#### Kerry Foods

##### Marketing Manager.

Bengaluru, India

Aug 15 – Feb 17

- Identification of Key Target Audience, Setting a Unique Tone of Voice for the Brand on Digital, Creation of Annual Brand Strategy, Influencer Outreach, Media Planning
- Coordinated and collaborated with APAC and Global Marketing Teams for strategizing and executing the marketing activities for Cereals & Sweets vertical
- Supported all brand marketing collaterals, websites, social media presence, awards submissions & events
- Ensured adherence to the VI guidelines & marketing plans for managing ATL/BTL activations
- Showcased excellence in developing and formulating social media creative and media strategies for successful execution of digital marketing campaigns

#### GP Foods

##### Marketing Manager.

Bengaluru, India

Feb 13 – Dec 14

- Spearheaded entire gamut of Brand Management activities (chocolate wafer) inclusive of brand planning, strategy development, competition mapping, consumer sight development and so on
- Showcased skills in leading the activation in 130 schools across 4 cities

#### Britannia Industries

##### Product Manager.

Bengaluru, India

Jan 11 – June 12

- Conceptualized and executed: Media strategy to achieve pre-defined awareness targets of (40%) through TV plans worth 700+ GRPs and Retail & Merchandising strategy in accordance with the merchandising norms to enhance brand visibility

#### Godfrey Phillips

##### Assistant Marketing Manager.

New Delhi, India

Nov 09 – Dec 10

- Showcased excellence in managing the launch of Personal Indulgence Chewing product with marketing budget of INR 45 Crore
- Documented & maintained consumer insight reports; conducted research, CSI, DSI survey to check brand health
- Established the entire marketing mix for the brand consisting of product, packaging, communication & promotion and FMOT visibility

#### FCB Ulka

##### Senior Account Executive (Strategic Planning).

New Delhi India

Nov 07-Nov 09

- Successfully managed strategic marketing planning activities for various clients such as Whirlpool India & ITC John Players

#### Infosys Technologies

##### Retail Marketing Analyst

Chandigarh, India

May 06-Nov 07

- Successfully worked across multiple retail and lifestyle clients such as Adidas and Argos

### EDUCATION

- PGDBM in Marketing from Institute of Management Technology, Ghaziabad in 2006; secured 7.55/9 CGPA
- BCA from New Delhi Institute of Management (GGSIPU), New Delhi in 2003; secured 77.10

### ADDITIONAL INFORMATION

- Interests: Spirituality & Yoga Hobbies : Painting and cooking