

CAREER ASPIRATION

Having aspiration to grow and strongly evolve into Integrated Marketing & Communications, Branding and Leadership Role with multifaceted skills & to be a great invaluable asset to the organization.

PROFESSIONAL SUMMARY

- A dynamic professional with **4.9 years** of experience in Marketing, Branding, Brand Awareness, Vendor Management, Road Shows, Market Research, Marketing Communication, Digital marketing, Promotional Activities, Event Management, ATL, BTL Activities & Team Management.
- Currently associated with "**QUBA Architectural Product Pvt Ltd**" at Bangalore as **Associate Brand Manager** heading **South India – December 2017 – Till date**
- A proactive planner with expertise in strategic planning, market plan execution, account management, competitor/market analysis, brand management and targeted marketing, competitor/market analysis, brand management, Marketing Budgeting.
- An effective communicator with excellent relationship & team management skills. Possess a flexible & detail oriented attitude.

AREA OF EXPERTISE

- Ensuring maximum brand visibility and capturing optimum market shares.
- Managing corporate communication, brand image building and product awareness campaigns through offline and Online.
- Carrying out brand building and ATL and BTL marketing activities. Preparing ATL & BTL activities for Quarterly and Monthly.
- Initiating TTL activities in India and providing assistance in conducting, events & exhibitions at corporate & institutions.
- Completing the projects on time and achieving the desired goals.
- Instrumental in conducting BTL activities in high class apartments & other institution to increase the quality of BTL activities thereby increasing the enquiries & the sales.
- Market research & analysis to gather information on competitor activity and update the same to the management.
- Preparing monthly reports, marketing plan for one year.

PROFFESIONAL EXPERIENCE

- Managed & Worked for **MAK Plywood Industries Pvt Ltd (Trojan Plywood)** as a Marketing Communications Assistant from 2016 February to December 2017
- Managed & Worked for **Future Retail Ltd** in Bangalore as Marketing Communications Trainee from March 2015 to November 2015.
- Managed & worked for **Myntra.com** as operations consultant Trainee from November 2015 to January 2016

Certification

- **Digital Marketing Fundamentals and Web designing** from Autonomous university – Udemy 2018 – 19
- **Operations Management Supply Chain & Product Management** from Autonomous university - Udemy 2018 -19

ACADEMIC QUALIFICATION

- **Holding Master of Business Administration degree** in Marketing & Communication from Vanguard Business School, Bangalore in 2015.

PROJECT DETAILS

J K Cement Ltd. Bangalore' 2015

- A Study on Brand image and Advertising Effectiveness Reference to J K Cement
- Conducted Market research to track the activities done by cement companies and channel networks planned by them, strategies implemented by them to create a brand awareness

Onion Insights Market Research PVT. Ltd. Bangalore' 2015

- Conducted a Market Survey for Shoppers Stop
- Gathered customer feedback analyzed the data collected and assisted the store manager for making necessary changes in the retail outlet

Organization Name: MAK Plywood Industries PVT Ltd. (Trojan Plywood) Pan" India"

Role : Marketing Communications Assistant

Duration : 2016 February to 2017 December.

Skill Set:

Skills developed from the past experience are Budget Planning & Expense Control, Market Planning, Media & Vendor Management and Creative & Communication development, Brand Visibility, Retail Activations, Events & Sponsorship, Digital Marketing, Retail Merchandising and Team Management.

Job Responsibilities:

- Responsible for TTL activities
- Brainstorm new and innovative growth strategies
- Align the company around the brand's direction, choices and tactics
- Develop a feasible marketing plan for the department and oversee its day-to-day implementation
- Conduct market research to find answers about consumer requirements, habits and trends
- Brainstorm and develop ideas for creative marketing campaigns
- Assist in outbound or inbound marketing activities by demonstrating expertise in various areas (Content development and optimization, advertising, events planning etc.)
- Liaise with external vendors to execute promotional events and campaigns.
- Collaborate with marketing and other professionals to coordinate brand awareness and marketing efforts
- Plan and execute initiatives to reach the target audience through appropriate channels (social media, e-mail, TV etc.)
- Assist in analyzing marketing data (campaign results, conversion rates, traffic etc.) to help shape future marketing strategies
- Undertake individual tasks of a marketing plan as assigned
- Plan and organize marketing functions and operations (Product development, Branding, communications etc.), and ensure they project the company's unique "voice"
- Design and coordinate promotional campaigns, PR and other marketing efforts across channels (digital, press etc.)
- Build a highly efficient team of marketing professionals Create a solid network of strategic partnerships
- "Listen" to the trends of the market and direct the market research efforts of the company
- Liaise with other departments to guide a unified approach to customer service. Distribution etc. that meets market demands
- Define marketing strategies to support the company's overall strategies and objectives Handling Digital marketing like SEO, S.M.M, S.E.M.
- Translate brand strategies into brand plan, brand positioning and go-to-market strategies
- Lead creative development and create motivating stimulus to get targeted population to "take action"
- Handling exhibitions

- Develop and implement a marketing strategy aligned with the company's objectives and budget
Prepare and present detailed proposals and marketing plans
- Advice on branding, positioning, communications and other marketing issues

Organization Name: Future Retail Ltd

Role: Marketing Communications Trainee

Duration: March 2015 to November 2015

Job Responsibilities:

- Responsible for tracking and maintaining a budget and ensure effective
- Responsible for building brand image, creating interest and demand for Products through effective ATL & BTL Marketing activities.
- Liaising vendor's logistics for designing, printing and dispatch of Marketing collaterals. And efficient utilization of marketing spends.
- Responsible for building brand image, creating interest and demand for Products through effective ATL & BTL Marketing activities.
- Developing regular and innovative POP material, merchandise & branding Items to spread awareness about new products and to keep creating buzz In the market.
- Negotiating with vendors for getting strategic outdoor sites and to Get best possible deal for other merchandise materials
- Ensuring complete Activation through various Above the (Line Print/Radio) & various initiatives across the Region to Enhance Brand Identity, Brand Recall, Brand Visibilities.
- Vendor's logistics for designing, printing and dispatch of Marketing collaterals.
- Create/participate in relevant, high impact country fairs, rural Activities resulting in Increased customer acquisition and increased market share in rural markets.

Organization Name : Myntra.com

Roll : Operation Consultant Trainee

Duration : November 2015 to January 2016

Roles and Responsibilities:

- Project MCCP to increase sales and engage customers towards brands offered by Myntra Attending customer queries coming up with the solutions and looking ways for reducing operation cost

Achievements

- Received award from chief Architect of India for Best Stall and Branding at International Level Indian Institute of Architect Meet 2017
- Received award from Architect for Best Stall Award (Product Display, Branding) at State Level 2018

Personal information:

Name: Rahul.R.C

Date of Birth: 26-01-1992

Address: New Housing Complex, Tata Township, Mithapur, Gujarat - 361345