

VINITA SHARMA

SENIOR MANAGER MARKETING COMMUNICATIONS & DIGITAL MEDIA

PROFILE

A marketing communication professional with 14 years of proficient experience in the arena of brand marketing & communications, ATL, BTL, loyalty programme, retail management, business development, social media marketing, digital marketing, corporate social responsibility, advertising and corporate PR image management.

EDUCATION

- **MBA, Rajasthan University**
MARCH 2005
- **B.Com, Rajasthan University**
MARCH 2003
- **Sr. Secondary , CBSE Board**
MARCH 2000
Birla Balika Vidyapeeth, Pilani

★ EXPERIENCE TIMELINE

- **EcoWorks Biotech, Sr. Manager-Marcom**
AUG 2014 - CURRENT (5 YEARS)
- **HRH Group of Hotels, Senior Brand Manager**
JUN 2011 - SEP 2017 (6 YEARS, 3 MONTHS)
- **Greenply Industries, Brand Manager**
AUG 2008 - JUNE 2011 (2.5 YEARS)
- **Percept H, Client Servicing Executive**
JUN 2005 - AUG 2008 (3 YEARS, 2 MONTHS)

SKILLS



CONTACT

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 vinita44@gmail.com

 Noida -NCR

EXPERIENCE

● **EcoWorks Biotech, Sr. Manager - Marcom**

AUG 2014 - CURRENT

- Responsible for strategy, marketing, digital, ATL and BTL
- Participating in industry related events
- Responsible for promotional material like leaflets, brochures, samples etc
- Single Point of Contact for customer relationship management for B2B and B2C clients
- Sales - including lead generation, database management, setting up and expanding distributor network
- Operations & liaising with clients for new requirements
- Overseeing - marketing, sales, operations and general administration
- Contract renewals & crisis management

● **HRH Group of Hotels, Senior Brand Manager**

JUN 2011 - SEP 2017

- Formulation & implementation of social media strategy
- Representing the organization at national and international events
- Managed all websites & social media pages; led the team in successful redesign and re-branding
- Expanded marketing and communications outreach with redesigning of the monthly newsletter/ brochure
- Online and offline market research
- Setting up and executing an effective lead management system
- Launched the blog & earned more than 200% hike in the readership in the 2nd year only
- Proactively utilized the ideal resources & increased productivity
- Established new relationships with industry collaborators
- Developing and automating loyalty programme enhancing electronic guest relationship management system
- Introduced efficient procedures/systems to improve the quality of communication at all the levels with required SOPs
- Proactively introduced processes to enhance the database
- Developed a communications plan for crisis management
- Trip Advisor moderation and generation of 83% more leads
- Added value to the company's marketing plans in sync with media strategies and brand communication

● **Greenply Industries, Brand Manager**

AUG 2008 - JUNE 2011

- Advertising, sales promotion
- Communication strategies
- Media planning and strategy
- Getting marketing collaterals ready
- Product forecasting and budgeting for international markets
- Formulating and implementing plans within pre-set budgets and executing within tight timelines
- Responsible for developing a strategy for product positioning
- Market intelligence, research and competition analysis
- E-blasts and other internal/external marketing material for increasing the customer base
- Handling agency and vendors such as printers, fabricators and corporate gifting agencies etc. and overseeing contracts
- Product launches
- Implemented SAP
- Closely worked with the factory to develop innovative products based on the market research
- Managing the internship program

● Percept H, Client Servicing Executive

JUN 2005 - AUG 2008

- Accounts handled: Canon, DLF,
- Assotech Realty, Bharti Group - Beetel Set Top Box, Beetel Phones
- Managing ATL and BTL activities
- Managing a project from it's inception to its completion
- This includes conceptualization, briefing to internal teams and ensuring output is correct
- Taking care of operations
- Brand building and creating brand awareness
- Creating effective PowerPoint presentations
- Research for pitches to have in-depth knowledge of the target audience and market sentiment
- Interdepartmental coordination and meeting deadlines
- Handling audio-visuals and photo-shoots
- Suggesting new strategies in line with the dynamic scenario
- Designing and execution of marketing material - print, digital
- Organizing press conferences in coordination with the event management agency and clients
- Effective customer relationship management
- Vendor management