**AVINASH RISHI**

Mobile: 09833263445 E-Mail: avirishi@yahoo.com

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ MARKETING MANAGEMENT PROFESSIONAL\_\_**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Proactive and creative professional with 13 years+ of achievement in conceiving and implementing ideas on Marketing, Brand alliances, Advertising and** **Brand** **Management.**

**Marketing & Communication Brand Alliance Strategy & Budgeting**

**Product Launch & Development Brand Management Event Management**

**Advertising Sales Promotion / Shoots Coordination Agency Relationship Management**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_ SIGNIFICANT CONTRIBUTIONS\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Holds the distinction of conceptualizing & executing various Marketing Campaigns:-

2017 – 2018 – Lead **successful launches** of Prabhat Darshan & Bandra North.

2016 - Seeding activities for the RNA brand on various issues (Aaram Nagar issue, Video seeding for the same on Facebook, Google plus communities, online forums, and Twitter) effect was seen and **action was taken** by the authorities.

2015– Increased the sales via Channel partners: (Channel sale **increased by 76%**)

2014 - 2015- Digital Marketing: Initiating the ‘**Mission Digital**’ for the group involving restructuring the digital strategies and revamping websites, microsites, initiating SEO and SMM along with online reputation management.

2013 – 2015 - Lead **successful launches** of Sports city-Thane , Olympia -Mulund, One Mumbai-Mulund and Colosseum- Kalyan.

2013- **Won 3 Prestigious awards** (Best stall design, Critics Award, MTDC) for the stall design and implementation at MCHI, BKC.

2013 - **Press conference** for the Launch of “University Football League” (At Trident, Mumbai) and Launch of Sports facilities of sports city project.

2012- **Conducted research (Focus groups) for the RPA Brand positioning** in six cities concluding that the Brand to be merged with the parent brand.

2011- Customer centric RPA Trade Show was conceptualized and implemented.

2010- Was taking care of **three major brands** at one point of time Parx, RPA and Manzoni.

2009-Manzoni-FHM Style Icon Of the year at Taj lands End, Mumbai (**Best event** after raymond Conclave)

2008- Wine appreciation (Ms. Shmita Singha conducted at Manzoni Store, Mumbai) which was **first of its kind**

2007- **College Topper** at NIFT got 10/10 percentile.

2006- Nanotechnology in the Field of Textiles (Nanotextile) **Won 2nd Award**.

2004 - **Selected** for National Level Paper Presentation: Information Technology for Counter Terrorism (Carnivore); Carnivore is a Software used by FBI for countering terrorism over Internet.

2004 -**Selected and won** consolation prize in National Level Paper Presentation: Key-Less Encryption (developed the algorithm); the Software enables key less encryption at sender’s end and decoding at the reader’s end.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Career Record\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Since Jun’07 - Branding and Marketing**

**Shivalik Ventures, Mumbai – DGM Marketing (July 2017 – Presently)**

* Successfully Launched Prabhat Darshan, Deluxe Apartment & Bandra North project
* Strategy, ATL, BTL, Digital marketing, PR, Media buying for the brand
* Creating the media plan, activity chart, launch plans, price movement charts.
* Supervising and executing all marketing related activities. Varying the utilization of various channels to maximize ROI from each.
* Conducted CP meet at various locations
* Recruitment sales staff for Pre-sales, sales, events & exhibitions
* Vendor finalization for marketing activities
* Getting site office design, stall design and execution at MCHI & various exhibitions.

**RNA CORP., Mumbai – Senior Manager Marketing (Jan 2016 – July 2017)**

* Concept to Execution -Advertisements Development and Release, and Promotions
* ATL, BTL & Digital marketing for the brand
* Execution of Market Research activities and Custody of all Project related information.
* Interface with Sales and CRM team for optimum results
* Competition analysis

**Clothing Culture., Mumbai – Sr. Marketing Manager (Oct 2015- Dec 2015)**

Sin is part of Clothing Culture Ltd., the textile & apparel division of the Rs. 4500 cr. Balkrishna Group.

* Taking care of ATL, BTL & Digital marketing for the brand
* Completely planned the trade show

**Nirmal Lifestyle Ltd., Mumbai – Marketing and Brand Alliances. (Dec 2012- Sept 2015)**

* Manager marketing for one of the leading real estate Company in India, venturing into large format city development, malls, residential and commercial complexes.
* Working with other global premium brands to create specialized long-term brand association and licensing for unique business association such as **US OPEN, IAAF** and **DISCOVERY**. Integrating Sports marketing with real estate developments to form core competence for large format township developments.
* ATL, BTL & Digital marketing for the brand
* Creating the media plan, activity chart, launch plans, price movement charts for all projects.
* Supervising and executing the ATL, BTL & Digital activities for all the projects. Varying the utilization of various channels to maximize ROI from each.
* Initiated the concepts of a loyalty program, digital marketing, cloud CRM, mobile marketing, internal marketing and brand architecture adherence.
* CP meet at various locations(Hotels / Site office / Head office)
* Getting stall design and execution at MCHI & various exhibitions.

**Raymond Apparel Ltd., Mumbai - Branding and Marketing. (Jul 2007 – Nov2012)**

* Demonstrated excellence in managing end-to-end marketing for various brands such as **MANZONI** (Luxury Lifestyle Brand), **RPA** (Raymond in Readymade Form) **PARX** (Youth Brand)
* Skilled in reviewing and implementing business plan elements that boost sales growth; knowledgeable regarding strategic marketing programs that drive brand awareness.ion
* An out of the box thinker with the flair of charting out marketing strategies, developing branding & communication strategies, image building and media management.
* Recognized proficiency in carrying out marketing operations with focus on accomplishment of the company’s mission & profitability targets.
* Excellence in developing & implementing programs and strategies to promote the brand positioning and vision through the delivery of impactful brand communication utilizing all forms of media.
* An excellent communicator with the ability to generate broad coverage through proactive PR efforts; ability to effectively manage external agency & internal teams for results.
* Innovative and results-driven manager focused on achieving exceptional results in highly competitive environments that demand continuous improvement.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ SKILL SET\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Marketing:** Establishing targets, budgets and developing business plans for the achievement of targets. Conducting competitor analysis by keeping abreast of market trends & competitor moves to achieve market share metrics. Analysing business potential and implementing plans to drive sales. Monitoring competitor activities and devising effective counter measures. Organising promotional activities & customer loyalty programs for enhancing market visibility & achieving better market reach.

**Brand Alliances:** Maintaininganddeveloping prudent network for licensing related brand and business alliance potential for the company.

**Advertising & Brand Management:** Building brand focus in conjunction with operational requirements; implementing pre/post launch sales promotional activities for brand building & market development. Overseeing the development of content for advertisement campaigns in co-ordination with Ad / PR agencies, Designers, Photographers, etc.

**Marketing Communications**: Conceptualizing and implementing corporate communication strategies for media enhancement, corporate image, etc. Facilitating the strategic communication processs to leverage the benefits and strengths of multiple communication resources suppporting the overall corporate objectives. Generating content for journals, intranet, website, corporate profile, press communiqué, speeches, corporate presentations and advertisements. Organising Exhibitions, Events, Signage & Digital programs and Corporate Communication articles viz. Brochures, Mailers, Invites, Corporate Get together, etc.

**Media Relations and Media Management:** Liaising with the Creative/ Media/ Outdoor/ PR/ Event/ Research agencies for conceptualization and implementation of creative works. Networking with media personnel and PR / Media agencies for management of press conferences and press releases.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Summer Internship\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Organisation : NIKE, Bangalore**

**Project : Developing The IT Based Standard Operating Procedure for New Source Approval Process (NSAP)**

Duration : May’06 – Jul’06

Scope : The main aim of the project was to understand the ongoing process, identify lacunas, propose a Standard Operating Process (SOP) in co-ordination and discussion with various teams.

Attainment : The Proposed SOP was accepted by the company and the project was well appreciated by the department and the college; achieved Grade A+, the highest in the batch.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Academic Projects\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Title : An Analytical Perspective to the Performance of Sales and Vendors of Khadims**

**Organisation : Khadims, Kolkata**

Duration : Feb’07 – May’07

Scope : The main aim of the project was to analytically suggest the right place, right product and right vendors according to their performance.

Attainment : Achieved Grade A+, the highest in the batch.

**Title :** **Safe Home Security System**

Duration : Jan’04 – Jun’04

Scope : The system was a perfect blend of Software & Hardware and aimed at providing total security from intruders. The project was chosen amongst top 3 projects of the year. It had a diverse range of applications in Jewellery Shops, Banks, Offices, etc.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Scholastics\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* Masters in Fashion Management Studies from National Institute of Fashion Technology (NIFT)
* Bachelors in Engineering (Computers) from SES COE, Pune University.
* PGCBAM from Indian Institute of Management (IIM - Trichy)
* Public relations from Press Club
* Google certified in SEO and SEM

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Personal Dossier\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Date of Birth : 02 Feb 1981

Address :906, Orchid Tower, Mantri Park, Goregaon.