# Preeti Singh

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A proven track record of 11 plus years of critical stints in overall Brand Management & Marketing.

MBA (Full Time) from premier institute, **Symbiosis, Pune** and an Engineer. Experience in spearheading initiatives which contribute to development of overall marketing strategies through competitive and consumer insights are in accordance with the product strategy.

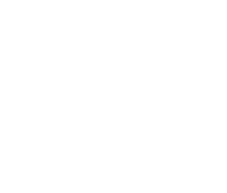
Focusing on ATL & BTL activities are in line with product strategy, Media & Brand management, Corporate Branding & Project Marketing. Analyzing, & reviewing marketing strategies. Co-ordination with media & creative agencies for all marketing & promotional activities.

Competition, benchmarking & research activities. Championed in handing new launches across luxury segment across India. Drive marketing through promotional schemes & referral programs to enhance customer engagement through appropriate media mix.

# Specialties: Formulate Marketing Strategies, Analyzing Annual Marketing Budgets, Media & Brand Management(Print Online TVC, Outdoor)(Incl. ATL & BTL activities), Corporate Communications, Project Management: Strategizing new campaigns for Luxury, high end & Mid Segment, New Project Launches: Residential- Luxury Projects & Midium Market, Commercial, Advertisement & PR activities, Market Research, Handling Customer Experience & Engagement, Tapping Market Intelligence, Team Management. Experience in handling lifestyle products of premium sector through all the ATL,BTL activities including digital media also.

Recognized by several awards and appreciation letters for the best performance in the company. Awarded with cash prizes for various extramural engagements for the organization.

# PREETI SINGH



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**JOB OBJECTIVE**

Establish and market the product in a perfect way that supports in the growth to the company business as well as its credibility.

**EDUCATIONAL BACKGROUND**

2008-2010 MBA (full time) from Symbiosis, Pune in Communication Management. 2003-2007 B.Tech from I.E.T, Bundelkhand University, Jhansi in Food Technology.

**PROFILE SUMMARY**

* 11 plus years of experience in Marketing and Communications, Branding & Promotions and Strategy Planning.
* Preparing and submitting bid to hire the vendors. More than 100 agencies has worked with me till date.
* Excellent networking with Government officials, media and associates.
* Demonstrated expertise in development & implementation of promotion plans and handling communication for brands including all above the line and below the line activities
* A keen planner, strategist & implementer with demonstrated abilities in conducting special events, devising brand building activities and accelerating the business growth
* Reviewing and interpreting the competition and market information to fine-tune the marketing strategies
* A facilitative manager adept in planning in the areas of business, planning and implementing branding strategies
* Adept in corporate communication, image building, leading, growing & managing professional associates
* An effective communicator with exceptional analytical and interpersonal skills

**CORE COMPETENCIES**

Corporate Branding & Promotion Public Relations Events Strategy Planning Digital and Social Media

**Branding and Corporate Communication: Eiffel Infradevelopers Pvt Ltd 23rs November 2017- till date**

# Eiffel Infradevelopers Pvt Ltd.

* + Project launching
  + All the ATL,BTL activities for the company and project promotion
  + PR agency, vendors, print, OOH media coordination
  + Social Media Marketing, Facebook and twitter marketing
  + Negotiation, confirmation, monitoring the agency work
  + Conceptualization and Implementation
  + Media Monitoring
  + Event management
  + In house marketing
  + Campaign designing and operations
  + Handling the entire process of events entailing interaction with the organizing body, networking, celebrity management, stall preparation, vendor handling, monitoring and documentation

# Senior Manager: iRobot January 2016 to August 2016 I Robot: Senior Marketing Manager , Bangalore

**Role**

* + All the ATL,BTL activities for the company and product promotion
  + Digital Media handling
  + PR agency, vendors, print, OOH media coordination
  + Social Media Marketing, Facebook and twitter marketing
  + Negotiation, confirmation, monitoring the agency work
  + Conceptualization and Implementation
  + Media Monitoring
  + Event management
  + Mall Activations
  + In house marketing
  + Product Launch and media coordination
  + Campaign designing and operations
  + Associates handling

# Eldeco Housing and Industries, Lucknow : July 2010 to December 2015

**Role**

* Negotiating and confirming the yearly deal with various print media like Times of India, Dainik Jagran, Hindustan Times, Amar Ujala, The Hindu, Economic Times, India Today, Pioneer, Nav Bharat Times, and other local print media.
* Acted as a Spokesperson of the company
* Monitoring and updating all outdoor media
* Networking with various Government Organizations for sponsorships of the events organized by Government.
* Finalizing the celebrity and negotiating the cost of sponsorship. Once the deal is finalized then on spot interacting with agencies regarding the stage branding, stall location selection and it’s branding
* Conceptualizing the projects and coordinating with creative agency for branding activities
* Strategizing promotional activities for boosting organizational branding and sales
* Exploring various tools and using them for the promotion within the allocated budget
* Managing and organizing corporate as well as government events
* Handling the entire process of events entailing interaction with the organizing body, networking, celebrity management, stall preparation, vendor handling, monitoring and documentation

**Highlights in Eldeco Group:**

* Planned & Organized Eldeco Property Bonanza I and II which resulted as a trendsetter in the market.
* Received cash award of minimum Rs 70000 every quarter on performance basis.
* Independently Managing complete media buying, creative agencies, internal/external communication of the organisation
* Successfully completed the assigned target within allocated budget and saved the budget of Rs 20 Cr yearly for running projects.

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* Effectively completed the work by liaising with more than 100 agencies in short time, less cost and with improved quality as compared to previous tasks.
* Functioned as Marketing and Media Buying Head of monthly magazine.
* Organised and assisted in event like HDFC Expo in New Delhi, Lucknow Mohatsav,2011, Radio Mirchi: War of Corporates 2011, Business meet, Times of India EXPO, New Delhi, SBI EXPO 2011, Uttarakhand Mohatsav 2011,2012 ,HT Property Expo 2012,Sulekha Property Expo.

# Role in Eiffel Recreation Club Pvt. Ltd. (Extramural Engagement)

* **Launched Eiffel Recreation Club Pvt. Ltd, Lucknow:** Head the Club in terms of marketing, events and decision maker in the interior designing of the club.
* Strategized and managed all events which included it’s marketing strategy, media handling, agency finalizing, budget management and whole event designing.

**Jun’07-May’08 Bajaj Hindustan Ltd., Bijnor as Engineer (Packaging Department)**

**Role:**

Packaging of the food properly taking care of all the process of the packaging laws.

# PAID PROJECTS IN FIELD OF BRANDING AND MARKETING (2008-2010)

Title: Walt Disney

Description: Handled event management, sponsorship and stall display in Mumbai.

Title: UP Tourism 2009:Agra Mohatsav

Description: Managed Celebrity Management of Mr.Kailash Kher and Ms.Sunidhi Chauhan, ATL/BTL, activities and sponsorships.

Title: Cyber Crime Conference Description: Handled Media

Title: Mrs.Annu Tandon, MP Congress Description: Prepared documentary

Title: Atlantis Software

Description: Completed content writing and preparation of promotional activity

# INTERNSHIPS IN FIELD OF COMMUNICATION MANAGEMENT

**Organisation:Dabur India Ltd., Ghaziabad (Corporate Communications Department)**

Duration: 2 months Role:

* Handled event “Dabur Gulabari Fresh Face of UP in year 2009"
* Assisted in “Oxy-bleach India International Fashion Week 2009”; promoted the event through social media, print media and electronic media

# Organisation:Aastha Old Age Home

Duration: 2 months Role:

* Involved in social responsibility and research work

# Organisation:Megatrends Pvt. Ltd.

Duration: 1.5 months Role:

* Handled print media and agency related activities

# PROJECTS DURING GRADUATION

**Organisation:Coca Cola, Lucknow**

Description: Training in Production department. I learned the process of production of Coca cola and other soft drinks.

Duration: 25 days

# Organisation:Mohan Mekins, Ghaziabad

Description: Training in the production department regarding the quality control. Duration: 2 months

# Organisation:Parag Dairy, Lucknow

Description: Training in production department regarding the production of all the by-products of milk and it preservation

Duration: 1.5 months

# Awards and Honour by Organisations

* Awarded with several cash prizes in Eldeco Group.
* Honoured as the Outstanding Performer for the Eldeco Property Bonanza 2012.
* Certified as Outstanding performer for the launch of Eiffel Recreation Club Pvt. Ltd. Awarded by Rs.5 lacs for the outstanding performance.
* Served as Documentation Head in SIMC Footprints, 2008.
* 1st prize in Paper Presentation at National level in 2006.