



"Who are we but the stories we tell ourselves, and believe?"

Contact

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Area of expertise

- Brand Building
- Strategic Planning
- Market Research
- Brand Management
- Product Positioning
- Identity Creation
- Integrated Marketing
- People Management

Education

2011-13
PGDM – Marketing
Kirloskar Institute of Advanced
Management Studies, Karnataka

2006-10
Bachelor of Engineering
Electronics and Communication
Technocrat Institute of Technology,
Madhya Pradesh

Certification

- High Performance Collaboration: Leadership, Teamwork, and Negotiation
- Marketing to Millennials

Hobbies

- Reading and Writing
- Travelling
- Cooking

MOHAMMAD TASLIM ARIF

About me

My passion for stories brought me to advertising in Mumbai, after an engineering degree followed by an MBA.

Within advertising, I naturally gravitated towards Brand Strategy Planning. I also discovered the power of market research, which helped me understand the human insights better. And then building businesses/brands using the power of those insights helped me identify my personal purpose in life:

Create value for businesses by telling powerful brand stories.

After five years in advertising and then two years in brand consulting, I am now ready to explore the next phase in my career.

Professional Profile

Azendor Consulting Pvt. Ltd. April 2018 – till date

Associate Brand Consultant

Brands:

Sterlite Power, Magic Bus, HUL (New Product Development),
Magnum Insurance, BECO, Shuffle Momos, Freewill,
#NAD - Tech Mahindra Platform, Jeena & Co. and others

Role

- Brand strategy
- Integrated marketing communications (IMC) planning
- Market research
- Creative briefing / Working with creative partners to develop brand identity and communications
- Managing and participating in strategy workshops
- Managing Azendor's digital/social presence

FCB Interface October 2016 – March 2018

Brand Service Manager

Brands:

Swaraj Tractors, Eastern Spices, Sunidra Mattress, Samriddhi
Mahindra EarthMaster and Mahindra Powerol

Key responsibilities

- Defining client requirements
- Defining and managing project parameters, using campaign management tools
- Supervising the different brand teams in the development and delivery of campaign strategy to meet high-pressure deadlines
- Overall management of the client-agency relationship
- Helping client with their brand communication strategy planning and market research
- Ensuring the achievement of internal financial targets set at the agency

Madison BMB

March 2016 – September 2016

Account Supervisor

Brands:

Asian Paints – Home improvement division, which comprised the following brands: EssEss, Bathsense, Royale, AP | TECE and Sleek

Key Accomplishments

- Headed the team that was responsible for conceptualizing and developing a character called Chaturmath, and creating a complete campaign around it, for the rural Eastern India
- Represented the agency in the core research and strategy team created by Asian Paints for the launch of AP | TECE

Ogilvy & Mather

July 2015 - October 2015

Senior Account Executive

Brands:

SmartCare & Asian Paints (Exterior Paints)

Key responsibilities

- Launch of new products from the house of Asian Paints namely, SmartCare Crackshield and Bathroom membrane
- Launch of Rang Dhanush – Ace Shade Tool

Contract Advertising India Pvt. Ltd.

October 2013 – July 2015

Account Executive

Brands:

Shoppers Stop, HomeStop, Mothercare, Choclairs and Halls.

Key accomplishments

- Worked with the planning team for the Chennai market study for Shoppers' Stop.
- Spotted trends and consumer shopping patterns through primary and secondary research. Insights from this report were later used in various campaigns.
- Worked with the planning team to conduct a study on e-retailers and shoppersstop.com. The in-depth interviews and consumer immersions helped us to re-position the online platform (shoppersstop.com).
- Designed and executed a study on Omni Channels in the retail chains outside India and prepared a report about its implication on the Indian retail industry
- Executed a Rural India focused consumer research project for Choclairs and Halls

TTK Prestige

May 2013- August 2013

Market Research Intern

Brand: Prestige Gas Stoves

- Studied the Gas Stove market in Madhya Pradesh, India, to find the reasons behind Prestige not achieving its revenue targets in the region.
- Visited all the major towns of Madhya Pradesh, to meet the wholesalers, retailers and customers. Collected their feedback about the Prestige brand, its products and its competitors (including the grey market).