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Date of Birth: 19/04/1990

Area of Interest: -Brand Promotion| BTL & ATL Marketing |Trade Marketing
Marketing Communication |Visual Merchandising||Business Development |Digital Marketing

Career Objectives

Intended to build a prosperous career with leading corporate, which would help me to strengthen my potential So that I would merge as a resourceful result-oriented & innovative executive in future and to secure a job in the leading industry, where I can utilize my knowledge for the organization growth.

Key Attribute

Computer Skills

Corel Draw
Adobe Photoshop
Microsoft Office

Professional Skills

Brand Management
BTL & ATL Marketing
Media Planning/Procurement
Marketing Communication
Digital Marketing
Trade Marketing
Vendor Management
Visual Merchandising

Work Experience

Manager -Marketing, Nexon Paints Pvt Ltd (Jan 2019 – Till Now)

- Developing Strategic Road Map for the category and group of brands, including Annual Marketing plans for support business objective.
- Brand Management: Creating the brand and establishing brand identity through effective ATL and BTL activities and digital marketing.
- Leading the Digital campaign to increase brand awareness through different social media and other Digital Platforms. Developed monthly digital campaign strategy based on company objectives.
- Support the CEO and top Management in reviewing and approving copy, product and packaging changes for major launches and re-launches.
- Evaluating strategic recommendation & detailed media plans.
- Managing the ongoing tracking of media performance during the campaign and post-campaign evaluations including all touch-points, analysis & feedback.
- Keeping record of media spend.
- Understanding Category, competition and plan counter strategies to increase brand awareness.
- Retail Branding-Planning & Execution of branding in Dealer points. Also Looking after visual merchandising of the respective dealer points.
- Running loyalty/Reward program campaign for the target group to increase usage and build brand stickiness.
- Working with creative agencies and free-lancers for content creation for different marketing campaigns, and new-product label design.
- Based on an understanding of customer/segment needs, ensuring sales force is fully armed with materials and messages and providing sales teams with technical and business assistance for targeted industry and customer segments.
- Responsible for getting all kind of product certification as per IS standards and ASTM standards. Also, a key member in the team of getting the products Green Pro registered.
- Planning and execution of events like Painters Meets, Dealers meets and exhibition like Build Intec.
- Managing different vendors and agencies and reviewing their performance to increase effectiveness.

Assistant Manager-Marketing, Kajaria Ceramics Ltd -Eternity Division (Mar 2018 – Dec 2018)

- Worked with top management team to prepare a marketing strategy and apply these into all media.
- Suggesting marketing head to translate their business needs in a fit-for-purpose media brief.
- Retail Branding-Planning & Execution of branding in Dealer points. Also Looking after visual merchandising of the respective dealer points.
- Conducted BTL activities like retail branding and Visual merchandising across all stores of Kajaria in West India & state of Telangana and Andhra Pradesh.
- Conducting competition research to understand marketing initiatives undertaken by competitor and its effectiveness.
- Planned and executed in building exhibitions like Acetech and others.
- Worked closely with digital marketing team and agency in developing customer engagement campaign.
- Vendor Management -Worked with all kinds of vendors and agency for proper execution of branding Gifting, events and execution.
- Planned and launched new product.
- Tracked Brand health.

Sr.Executive-Marketing for Snowcem Paints Pvt Ltd (Jan 2017 –Feb 2018)

- Defining Marketing Objectives and build/execute marketing plans in consultation with Sales & Marketing Head.
- Took care of all marketing activities and corporate communications across Pan India.i.e. Both Btl and Atl activities. It includes both planning and execution.
- Retail Branding-Execution of branding in Dealer points. Also Looked after visual merchandising of the respective dealer points in terms of planogram setting.
- Developing and running new and innovative marketing campaigns based on marketing objectives
- Conducting competition research to understand marketing initiatives undertaken by competitor and its effectiveness.
- Worked with the design team for developing marketing collaterals.
- Worked with digital marketing agency and leading digital marketing campaigns.
- Planned and executed of launches across India.
- Tracked brand health.
- Developed marketing strategies to build consumer preferences and drive volumes.
- POS designing and also planning of deployment and marketing collaterals across key stores all throughout India
- Handled vendors and marketing agencies for both retail branding and advertising.
- Worked with agencies like Media mantra for PR.
- Conducted Events-brand awareness campaign through college sponsorships, exhibitions and expo
- Worked with cross functional teams for smooth functioning of operational work.

Brand Executive for Havmor Ice-cream ltd (Aug 2015 –Nov 2016)

- Defining Marketing Objectives and build/execute marketing plans in consultation with Sales & Marketing Head.
- Developed marketing strategies to build consumer preferences and drive volumes.
- Developing and running new and innovative marketing campaigns based on marketing objectives
- Execution of a campaign (Both BTL and ATL campaign) across Maharashtra, Goa, Delhi and Telangana.
- Worked with different marketing agency like Kinetics, Publicis. Brand Scope etc. for effective execution of campaign.
- Product tasting and sampling activities -planned the campaign and also managed the agency for executing the Campaign.
- Retail Branding-Execution of branding in Dealer points, Parlors and in exclusive Havefun parlors.
- Visual Merchandising of Havmor Havfun Parlors.
- Took care of brand identity and brand health.
- Vendor Management-Worked with different vendors both 3M Converter and normal for retail branding and BTL-ATL activities.
- Developed and implemented new creative POP's and also branding techniques.
- Worked with sales team for competition analysis and market analysis.
- Events-brand awareness through college sponsorships, exhibitions and Expo. Recent expo –Ahar, New Delhi, Navi-Mumbai food festival and different collage festivals and also EDM's like Sunburn and Supersonic.

Visual merchandiser for Ferns and Petals (April 2012 –April 2014)

- Took care of brand identity and brand health.
- Coordinated marketing activities, especially BTL activities & Retail Branding at the time of store opening all over India.
- Looked after the visual merchandising of the retail outlets window display, store layout, merchandise.
- Designed Graphics for branding and marketing.
- Vendor Management
- Proper Branding of the stores. Handling all the revamping, visual displays, branding of 110 shops across India, and visited all over India for shop openings

Key Achievement

- **Best New comer Award –Ferns and petals**
- **Appreciated by Accenture –Havmor ice cream ltd**

Education

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| 2004-2005 | High School | Montfort School (ICSE Board) |
| 2006-2007 | Intermediate (Science) | CHSE Board (Odisha) |
| 2007-2010 | B.Com. (Accounting Honors) | Dhenkanal Autonomous College (Utkal University) |
| 2010-2012 | PGD Visual Merchandising & Communication Design | FDDI, Ministry of Commerce, |