

CHIRAG K. AMRANIYA

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To be part of a dynamic management team by delivering consistent and sustainable revenue gains, profit growth and market share increases through strategic brand management.

PROFESSIONAL SYNOPSIS

A competent professional with 9+ years of work experience in:

- Brand Management
 - Events & Exhibitions
 - Vendor Management
 - Promotional Plan & Activities
 - Marketing & Advertising Operations
 - Celebrity Endorsement & film tie ups
 - Digital & Social Media Marketing
 - Financial Planning and Strategy
 - Corporate Films & Product Launch
- Hands on experience in charting out marketing strategies and contributing towards enhancing business volumes & growth and achieving profitability norms.
 - An effective communicator & team leader with strong analytical, problem solving & organizational abilities.

PROFESSIONAL EXPERIENCE

Sintex-BAPL Ltd. - Ahmedabad

Assist. Marketing Manager - (Dec'18 – Till date)

- Supporting regional marketing team for all aspects of marketing, advertising, Events, National and International Exhibitions, promotional material & activities, Retail marketing policies, distributor and dealer meets
- Ensuring successful participation in national and international tradeshows, exhibitions & organizing other events like conferences, seminars etc.
- Managing annual marketing budget for BTL activities like Retail shop Branding, Event & Exhibitions.
- Decreased BTL Activity costs while increasing higher visibility, by enhancing our overall dealer signages, Inshop Branding and other promotional collaterals strategy.
- Conceptualizing, design & development of various trades POSM, planning & organizing brand promotion activities, Develop & Manage Vendors, Promotional Retail Programs and Trade relationship marketing.

OPPO mobiles India Pvt. Ltd., HMPL- Ahmedabad

Manager - Marketing (Aug'14 - December'18)

- Planning marketing activities in conjunction with company's growth plan and working out strategies to execute the plan
- Handling ATL & BTL Marketing Activities, New Product Launch, Celebrity Endorsements, Promotional Retail Loyalty Program, Event Management, Trade relationship marketing, Celebrity Endorsements, and Tie ups with Gujarati Movies for Co-promotion & branding, On Ground Promotional Campaigns, and Digital & Social Media campaigns.
- Co-ordination with various vendors to Getting marketing collaterals, In-shop Branding, Visual Merchandising, advertisements developed to help the company to meet its target
- Conceptualizing, design & development of various trade POSM, planning & organizing brand promotion activities by exploring the new opportunities for brand interest
- Managing the team of Marketing and Promotional Campaigns & Activities

La - Gajjar Machineries Pvt. Ltd, Ahmedabad

Executive – Marketing (Jan'13 – July'14)

- Support to marketing department in planning and execution of marketing plans and activities for pan India.
- Assist in Product photo shoot and Product packaging design.
- Co-ordinating with Pan India Branches requirement for marketing & promotional materials, Product literature, newspaper advertisement designs, media relations content and corporate newsletter.
- Co-ordinating with Vendors & Ad agencies for Develop marketing communications campaigns & collaterals, yearly calendar, Festival based collaterals & campaigns, conference, trade shows, and corporate events.

- Assist in arrangement of company's events, technical trainings, distributor & dealer meet, seminars and sales team meet

One Advertising and Communication Services Ltd, Ahmedabad

Executive - Client Servicing (March'11 – September'12)

- Strategizing & conceptualizing innovative proposals for clients by providing advertising and communication solutions in a comprehensive way for print media, electronic media, displays, ATL and BTL activities
- Managing client relationships, team management & inter departmental co-ordination, Negotiating with vendors, suppliers as well as with internal departments to provide best costs to the client
- Ensuring quality implementation of jobs and managing the internal cost estimations, billings & collections as per contract agreements of each project handed
- New business presentations that include consumer research, data analysis and generating insights from the market to pitch for client business and provide value added inputs

Greenply Industries Ltd., Ahmedabad

Brand Executive - West India (Nov'09 – March'11)

- Handling west India for brand awareness campaigns and on ground promotional activities
- Participate in Brand Promotion, Product Demonstration Programs to Dealers, Distributors, Architects and Carpenter's meet as a part of brand building and market development effort
- Co-ordinate with vendors for Wall Painting, Event & Exhibitions, Signage, Outdoor and various Brand Promotion activities
- Responsible to Present creative ideas for Advertising and Promotional Activities to the Management in monthly meetings and implemented with the help for vendors

ACADEMIA

- MBA (marketing & finance) from SK Patel College, Gandhinagar in 2007-09 with B Grade
- B.Com from MP Shah Commerce College, Jamnagar in 2004-06 with 60%

ACADEMIC PROJECTS

- A project on the product launch of Nirdosh, an herbal smoking device as a part of marketing the strategy.
- Project on the Brand Building Exercise and set strategies for Revival of Brand and Advertising, etc.
- Project on Consumer Behaviour on Soft Drinks & Hotel Industry as a part of Marketing.

INDUSTRIAL TRAINING

Organization : One Advertising and Communication Services Ltd., Ahmedabad.
 Title : Research on Consumer Behavior & to Suggest Advertising Strategy for Tiles.
 Duration : May'08 to Jul'08.

Organization : One Advertising and Communication Services Ltd., Ahmedabad.
 Title : Research on Consumer Behavior & Suggest Advertising Strategy for Edible Oil.
 Duration : Sep'08 to Nov'08

ACHIEVEMENTS & ACCOLADES

- Managed multiple advertising and marketing activities.
- I have served as a Guest Lecturer on Marketing in SK Patel College, Gandhinagar and Shri Chimanbhai Patel Institute of Management & Research, Ahmedabad.
- Praised for marketing work and gifted a gold coin in OPPO mobiles, HMPL in 2014 by the Higher Management of the company
- Being a dedicated employee achieved 3 increments, 2 awards and a certificate in OPPO mobiles India Pvt. Ltd., HMPL for good marketing initiatives in 2016
- Earned praise from management in La-Gajjar Machineries Pvt. Ltd. with a Increment in 2013 for the marketing Initiatives and work.
- Secured 1st rank in Advertising & Sales Promotion Subject out of 120 students in Post Graduation, Trimester- IV, 2008 -2009

- Received the 1st prize for the Advertising & Product Launch Game in Inter College Competition.

CERTIFICATIONS

Digital Marketing:

- Google Analytics Individual Qualification
- YouTube Channel Growth
- Digital Sales Certification
- Video for Brand Basics
- Google Ads Display

Social Media Marketing:

- Facebook Blueprint Certifications

Others

- “Financial Tools for Marketing Effectiveness” from Ahmedabad Management Association in March 15, 2019.

IT SKILLS

Proficiency in Microsoft Word, Microsoft Excel, Microsoft Power Point and Microsoft Outlook Express.

REFERENCES

- Mr. Vinod Nakum
Assistant Manager- Adani Power Maharashtra Ltd.
+91-99093 23441
- Mr. Navjot Sidhu
HR Director (Gujarat) - OPPO Mobiles India Pvt. Ltd., HMPL
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PERSONAL DETAILS

Date of Birth	: 11 th March'1986
Resident Address	: E-501, Swati Florence, Nr. Sobo Center, South Bopal, Ahmedabad-380058
Linguistic Abilities	: English, Hindi and Gujarati
Marital Status	: Married
Preferred Location	: Ahmedabad and Mumbai