

Sanjay Kumar Chaudhary

D – 624 A, Ganesh Nagar, Gali No. 4,
New Delhi - 110092

E-Mail: ssanjay.chaudhary@yahoo.co.in

Mobile: +91 9899204606

Career Summary:

- **“10 Years”** of experience in **“Brand Management and Promotion”**.
- Evolving branding strategies according to market conditions.
- Developing plans and execute them for short and long term marketing strategies related to branding and brand promotion.
- To analyse consumer insight to ensure that the brand remains relevant to consumers.
- Professional judgment and discretion that comes from years of experience in the field.
- Time and project management skills, including the ability to work on multiple projects at the same time.
- An ability to think strategically and come up with campaigns.
- Experience with and an understanding of market research.

Key Skills

- Strong analytical and communication skills.
 - Ability to think creatively and innovatively.
 - Budget-management skills and proficiency.
 - Analytical skills to forecast and identify trends and challenges.
 - Good listener.
 - Have good presentation skills.
 - Team working skills.

 - Able to work well with a wide range of people from different parts of the business.
 - Ability to deal with the clients queries, problems or complaints.
 - Able to manage different projects at the same time.
 - Energetic and passionate.
 - Able to work well under pressure.
 - Enjoy working independently or part of a team.
 - Negotiation and Closing Expertise.
 - Committed & Solution driven performer.
 - Organized and methodical.
 - Trustworthy and goal oriented.
 - Confident and reliable.
-

Work Experience:

5. Prabh Dayal Om Parkash Infrastructure Ltd.

November'2018 – Till Date.

- A manufacturing company of **Water Storage Tank And Plumbing Pipes & Fittings**, under the Brand name of “**Sheetal**”.
- **Designation : “Brand Manager”**

Accountabilities:

- ❑ Developing ATL / BTL strategies and managing marketing campaigns and promotions to ensure that products and services meet customers’ expectations and to build the credibility of brands for short as well as long term.
- ❑ Plan advertising, including which media to advertise in, such as radio, television, print, online media, and billboards etc to increase brand awareness and elevate sale.
- ❑ Building and Implementing strategies focused on Social and Digital Marketing Like: SEO, email marketing, Twitter, Facebook, LinkedIn, Adwards, etc.
- ❑ Assisting with product development and new product launches as well as developing new business opportunities.
- ❑ Monitor market trends, research consumer markets and competitors’ activities.
- ❑ Carrying out market research in order to keep up to date with customer trends, as well as trying to predict future trends.
- ❑ Prepare and manage the budget for advertising and promotional plans.
- ❑ Manage budget responsibilities for marketing and communications.
- ❑ Meet advertising goals without overextending budget by working with finance and accounting department.
- ❑ Follow campaigns, develop performance analysis reports and suggest for future promotions.
- ❑ Monitor and analyse sales promotion results to determine cost effectiveness of promotion campaigns.
- ❑ Ensure the campaign and promotion consistency working with third party vendors and internal departments.
- ❑ Work closely with several advertising agencies to manage brand marketing campaigns.
- ❑ Work with colleagues across multiple departments (such as marketing assistants, marketing managers and sales staff) to create promotions and ideas.
- ❑ Organising and managing events such as product launches, events, exhibitions and photo shoots etc.
- ❑ Manage excellent relations with staff and vendors.
- ❑ Represent company at trade fairs to promote products.
- ❑ Coordination in the distribution of promotional material.
- ❑ Order processing and inventory management.

- ❑ Procurement of promotional material from market.
- ❑ Development of alternative local sources for imported promotional materials which helps in cost saving.
- ❑ Implementing systems to avoid situations like over-stocking or out-of-stock of promotional. Material which causes financial losses.
- ❑ Develop merchandising displays to support new and existing products.
- ❑ Planning and budgeting of purchase functions, involving cost estimation and negotiations.
- ❑ Liaison with finance department for timely payment of bills.
- ❑ Represent Organization in exhibition and demonstrations of products
- ❑ Document all communication in meetings and update it as per requirement.
- ❑ Maintained company Policies, Procedures and Documentation.

4. Skipper Limited

August'2017 – October'2018

- A manufacturing company of Plumbing Pipes and Fittings.
- **Designation : Asst. Manager - Brand Management and Promotion**

Accountabilities:

- ❑ Formulate innovative short and long term marketing strategies, campaigns, and promotions to increase brand awareness and elevate sales.
- ❑ Work with marketing and sales departments to create promotions.
- ❑ Participating in brand strategy discussions.
- ❑ Involve in project meetings to monitor progress.
- ❑ Liaison with senior management and staff to promote new initiatives and to ensure the successful completion of the project within given time frame.
- ❑ Prepare annual Promotional budgeting plans and reports.
- ❑ Monitor marketing expenditures and ensured compliance to all budgetary guidelines.
- ❑ Coordination in the distribution of promotional material.
- ❑ Order processing and inventory management.
- ❑ Procurement of promotional material from market.
- ❑ Development of alternative local sources for imported promotional materials which helps in cost saving.
- ❑ Implementing systems to avoid situations like over-stocking or out-of-stock of promotional. Material which causes financial losses.
- ❑ Develop merchandising displays to support new and existing products.
- ❑ Planning and budgeting of purchase functions, involving cost estimation and negotiations.
- ❑ Develop and maintain good working relationship with vendors.
- ❑ Liaison with finance department for timely payment of bills.
- ❑ Represent Organization in exhibition and demonstrations of products
- ❑ Play a significant role in the management of major events including launch.
- ❑ Support Sales Team to introduce new products in the market.
- ❑ Document all communication in meetings and update it as per requirement.
- ❑ Maintained company Policies, Procedures and Documentation.

3. Ajay Industrial Corporation Limited

Nov'2011- July'2017

- A manufacturing company of Plumbing Pipes and Fittings.
- **Designation : Sr. Executive - Brand Management and Promotion**

Accountabilities:

- Formulate innovative short and long term marketing strategies, campaigns, and promotions to increase brand awareness and elevate sales.
- Identify areas to promote product further.
- Work with marketing and sales departments to create promotions.
- Participating in brand strategy discussions
- Involve in project meetings to monitor progress
- Liaison with senior management and staff to promote new initiatives and to ensure the successful completion of the project within given time frame.
- Prepare annual budgeting plans and reports
- Monitor marketing expenditures and ensured compliance to all budgetary guidelines.
- Coordination in the distribution of promotional material.
- Order processing and inventory management.
- Procurement of promotional material from market.
- Development of alternative local sources for imported promotional materials which helps in cost saving.
- Implementing systems to avoid situations like over-stocking or out-of-stock of promotional material which causes financial losses.
- Develop merchandising displays to support new and existing products.
- Planning and budgeting of purchase functions, involving cost estimation and negotiations.
- Design, coordination and distribution of Posters, Flyers and Brochures to promote the products.
- Develop and maintain good working relationship with vendors.
- Liaison with finance department for timely payment of bills.
- Involve in Product Photo Shoot, making corporate film, caller tune and radio jingle.
- Represent Organization in exhibition and demonstrations of products
- Play a significant role in the management of major events including launch.
- Support Sales Team to introduce new products in the market.
- Coordinate with Ad Agency to develop promotional plans, advertising and art works accordingly.
- Document all communication in meetings and update it as per requirement.
- Maintained company Policies, Procedures and Documentation.

2. Global Events & Expositions Pvt. Ltd

Nov' 10- Oct'11

- An Event Management company with core business of organising Education & Career Fairs.

Accountabilities:

- Planning and organising of Educational Events all over India
- Working on the leads provided by the organization, fixing appointments with clients.
- Conceptualizing innovative Promo Campaigns
- Exploring New Markets to expand existing business.
- To be responsible for communicating effectively with colleagues about all events.
- Liaise and manage relationship with vendors, including printing companies.

- Establishes and manages budgets and tracks spending for events, providing quarterly analysis and review.
- Communicates regularly with all team members and is accountable to build working relationships with Client.
- Hiring Local Support for event management all over India.
- Managing Events all over India through Execution & Promotions Team.

Honors & Achievements:

- Successfully planned & executed 20 Exhibitions in 15 cities of India across.
- Achieved Revenue Targets given in at least 80% of the events.
- Retained most of the Clients

1. Eventz Factory

Aug'09 – Oct' 10

- A Brand and Event Management company.

Accountabilities:

- Brand Management & Merchandising planning and implementation across India.
- Strategic Planning for brand based on future Marketing focus.
- Vendor Management, Cost analysis.
- Works with Clients in coordinating an overall marketing strategy and will supervise the creation of marketing material for events.
- Participates in meetings as required from time to time.
- Establish and manage service agreements with outside companies for completion of projects.
- Creating and executing marketing strategy to achieve the volume and target respective for brands.
- Analyzing competitor products and pricing strategies.
- BTL Promotional activity.
- Managing Events all over India through Execution & Promotions Team.

Honors & Achievements:

- International Day of Peace with United Nation Organisation
- 15th august celebration in Club Patio, Gurgaon.
- Survey activity for Tata Communication.
- Promotional activities for Ansal Group.
- Mall promotional activities in Ludhiana.

Professional Credentials

- 2009.....**MBA (Human Resource Management)** from Punjab Technical University, Delhi Business School, New Delhi.
- 2009 **PGPM (Marketing)** from Delhi Business School, New Delhi.
- 2004 LLB from Dr. B.R.Ambedkar University, Agra.

Academic Credentials

2001 B.A from Dr. B.R.Ambedkar University, Agra.
1998 Intermediate from U.P.Board, Allahabad.
1996 High School from U.P. Board, Allahabad.

Personal Dossier

Date of Birth 7th July 1980
Correspondence Address: D – 624 A, Ganesh Nagar, Gali No. 4, New Delhi - 110092
Permanent Address: Vill+Post - Aring, Distt. Mathura
Marital Status: Married
Sex: Male
Nationality: Indian
Hobby: Cricket, Travelling,
Languages known: English, Hindi.

Declaration

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.

Date:

Place: "Delhi"

(Sanjay Kumar Chaudhary)