

# Nomit Joshi

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I am an adman turned marketing professional with proven expertise in increasing brand value and market share. I have a successful track record of launching new brands and product from scratch and established them as a market leader or a challenger brand in their respective categories.

“Nomit worked with me tirelessly through our Gionee Journey, he was instrumental in building the Brand as the consumers saw it. His passion saw the Brand gain momentum and ultimately gain stature with an emotional connect. I have personally enjoyed working with him and have learnt a lot from him. I respect his knowledge and Integrity.” Arvind R Vohra , Ex MD & CEO, Gionee India.

## SKILLS

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**Marketing:** Marketing, Brand management, Advertising development, New product launches, Digital marketing, Growth marketing, Direct marketing, Entrepreneurship, Social media, SEO, Marketing events, Sponsorship, Influencer marketing, Public relations, Market research and Market analysis

## EXPERIENCE

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### Shrisankhyam Research and Analytics LLP

NEW DELHI, INDIA

Co-Founder and Designated Partner

August 21 onwards

- Business development for the data science vertical of the company and got Noora Health, Narayana Hrudyalaya ,Maulana Azad Medical College and Intellicap as clients for the company.
- Advising brands on Go to market, Brand management and Digital Marketing.
  - Working with Libra International, Sculpt Partner and Uma Ayurveda as marketing consultant
  - Working with USAID's South Asia Regional Initiative For Energy Integration(SARI/EI) as communication consultant. .

### Brilloca Ltd

GURUGRAM , INDIA

General Manager, Marketing

Dec 18 to July 21

- Launched, Neom a new brand of tiles as a category for the company as a marketing head for the company.
- Opened international markets like Bangladesh, Oman and Australia by finding distribution partners via digital marketing.
- Created a robust engagement program to connect and engage Architects and Interior Designers.

### Gionee India Pvt Ltd

NEW DELHI, INDIA

Marketing Head

June 13 to Dec 18

- Launched the brand in India and made it one of the top 5 smart phone brands by value in the country in just 3 years.
- Launched new marketing strategies and increased Top of Mind Recall to 54% and captured 5 % market share in the highly competitive market.
- Gionee had 13% market share in mobile phones priced between Rs.15K -20K with 3 new product introductions and new marketing innovations.
- Gionee had a footprint across 35k shops in india and 80% of this universe was branded.

### **HCL Infostystem Ltd.**

Brand Manager

**NOIDA , INDIA**

Sep 11 to June 13

- Relunched Beanstalk AIO and gained 2% market share in the personal computer market.
- Launched tablet under the brand Me and captured 20% market share and became the No 1 android tablet Brand .

### **Lowe Lintas India Pvt Ltd .**

Brand Services Director

**GURUGRAM, INDIA**

May 05 to Sep 11

- Created many impactful advertising campaigns for brands like LG, Greenply, Somany, John Miller, Bare and Tasty Treat.
- Was part of the team which worked on the iconic campaign Inventive Thinking for LG which improved the premium imagery for the brand.

I have also worked with RMG David – A WPP Company and Brand Curry communications between 2003 and 2005.

## **EDUCATION**

### **PGCP-AMSA**

Indian Institute of Management, Kashipur

**KASHIPUR, INDIA**

March 22 to Feb 23

### **MBA – MARKETING**

Kumaon University, Nainital

**NAINITAL, INDIA**

July 01 to July 03

### **B.Com**

Kumaon University, Nainital

**ALMORA, INDIA**

July 97 to June 2000

## **ADDITIONAL INFORMATION**

- Taught Brand Management in 2018 as guest faculty at IIM Ranchi, IMT Nagpur and MDI Murshidabad.
- Awarded the title of being in the Adobe Content100, India's Top 100 Brand & Content Custodians in the year 2017
- Working actively with The Wishing Factory, NGO, working in the area of Thalassemia and helping them in their marketing initiatives.