

Profile

10 years of experience with ATL & BTL, Brand creation, Trade shows planning & execution, vendor management, Digital Marketing, Email Marketing, Product's Launch, Data Base Management, print collateral development, lead generation, CSR, OOH media planning and many more other activities for promotion.

Work Experience

Marketing Manager, Sirca Paints India Ltd.

Present

- Annual Marketing budget planning and Execution.
- ROI Calculation as per marketing expenses
- Product Development /Sampling as per customer requirement
- Customers Meet - Contractor , Dealer and architect
- Product Launch planning and execution
- Offer Launch
- Team handling
- Vendor Handling
- Creative Briefing to the agency about video & artwork
- Working with creative and digital team for product's promotion.
- Celebrity Meet Planning and execution
- Vendor Management
- POP material development
- BTL activities for product's promotion and lead generation.
- Team Handling
- Competitor's analysis
- Digital Marketing handling with agency
- In-shop & Out-Shop Branding
- Market Research

Assistant Manager Marketing, Aimil Ltd. (Civil engineering & Industrial material testing equipment) Sep 2017- August 2022

- Yearly Marketing budget planning and Execution.
- Exhibitions planning and execution.
- Technical Seminar & webinar planning and Execution
- E-mailer Campaign : release & reporting
- Data Base Management
- Worked on lead management software
- Basic knowledge about world press for website development
- Worked closely with creative and digital team for product's promotion.
- Art work briefing to creative team
- Vendor Management
- Regular communication with sales department and fulfill their requirement related to product's promotion.
- Planning & Execution advertisement in Magazine.
- BTL activities for product's promotion and lead generation.
- Data base management
- Competitor's analysis
- Blog writing & Key word suggestions to digital team about products .



DHANANJAY KR. YADAV

Marketing Manager

Contact

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Education History

July 2011 - June 2013

PGDM-Marketing
Mangalmay Institute, Greater Noida

Jan 2008 - June 2011

BBA in Business Management
Dayanand Academy , Kanpur

Skill

Brand Awareness
Marketing Strategy
Brand Management
Brand Strategy
Team Leader
Microsoft Office

Hobbies

Cricket, Music

Language

English & Hindi

Sr. MarCom Executive , Zebronics India Pvt. Ltd. (IT Peripheral , Speaker, Surveillance and LED TV)

Sep 2015- Aug 2017

- Preparing strategic monthly and annually marketing calendar.
- Annual budget planning and proper execution for Marketing.
- Effective use of marketing budget.
- Trade show planning & Execution.
- Brand promotion in shopping mall and corporate tower.
- Dealer & Distributor Meet plan and execute as per given time .
- Metro Branding.
- Tie-ups with college fest and events for brand promotion
- New Product Launch.
- Mobile van activity for product's promotion
- Competitors Analysis
- New Product development
- Tie-ups with marathon & other festive events for product Promotion
- Most of the deal closed on barter for marketing & branding .
- Develop marketing collateral and advertisement's material.
- Vendor Management.
- ATL & BTL planning & Execution.
- Continuously support to our distributor & dealers for market development activities.
- In-shop and Out-shop Branding
- Proper communication with internal sales department and fulfill their demand related to marketing activity.
- Closed deal with FM and TV for advertisement .
- Corporate Activity
- Promotional Activities in shopping mall for direct communication with customer

MarCom Specialist , Giantlok India Pvt. Ltd(Electrical Products - Conduits , Cable Ties & Duct)

Feb 2013- Sep 2015

- Preparing strategic monthly and annually marketing calendars.
- Annual budget planning and proper execution for Marketing.
- Effective use of marketing budgets.
- Trade shows planning & Execution.
- Print Media Planning & execution for brand awareness and leads.
- Develop marketing collateral and advertisement's material.
- Vendor Management.
- BTL planning & Execution.
- Continuously support to our distributor & dealers for market development activities.
- Communication with internal sales department and fulfill their demand related to marketing.
- Worked on Social Media Optimization.
- Competitors Analysis
- Web portal handling for lead generation
- Lead analysis
- New Product's Development

I hereby declare that all the information given above is true and correct to the best of my knowledge.



Links

