

GAURAV AGRAWAL

Dy. Product Marketing Manager, Exp: more than 6 years

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Career: An organised and creative professional with proven marketing skills and a desire to learn more. Possess more than 5 years of experience working for tyre industry. Having a hand on experience in data analysis, sales policy, discount policy formation, market research, product portfolio management, branding & pricing. Looking to utilize my existing skill set to grow further with the growth of the company.

Skills

- Product Management & Branding
- Competitor Analysis
- New Product Launch
- Market Research & Data Analysis
- BTL Activities
- Sales Collaterals & Support
- Agency & Vendor Management
- Product Pricing
- Social Media Marketing
- Loyalty Program Handling

Work Experience

Dy. Product Marketing Manager – Indag Rubber Ltd. - New Delhi / Jan 2020 – present (1 year plus)

Portfolio Management

- Responsible for the strategy and financial performance of portfolio of products.
- Responsible to achieve profitable growth across all product lines.
- Recommend the nature and scope of present and future product lines - product specifications, new product ideas and/or product changes.
- Define and develop communications strategy and plan product wise, market wise & discuss with marketing.

Product Pricing

- Responsible for management of pricing models for each product based on market trends and competitor strategies, R&D costs/cost of production, logistics & marketing/ forecast of volumes/ expected margins.
- Track actual price v/s planned budgets.

Product Gap Identification and Rationalization

- Bridges every department that touches product viz., Sales, Market Communication, Technical, Quality & Design, and Customer Service & Operations.
- Key involvement in product gap identification along with research and development team.
- Responsible for rationalization of product portfolio based on performance & future trends.

New Product Roadmap

- Analyse evolving trends in consumer behaviour to identify opportunities for new products and revenue enhancement.
- Provide inputs to management for possible changes / modifications and creation of new product / new applications that impact current and future business.
- Participate in new product development through consumer insights, feedback from dealers/ channels, competitor benchmarking and through the R&D team.
- Create documentation and development of a business case for new product development ideas.
- Arrange for early stage products and samples to the market for testing and gather feedback from customers and channel partners.
- Provide inputs and insights to the R&D team on new products related feedback, quality issues, improvement areas.

Market Intelligence

- Analyse market trends based on consumer insights, sales volumes, requirements and satisfaction levels of OE/dealers.
- Interact regularly with the sales team to understand customer and market needs on a continual basis and devise solutions that address them.
- Responsible to scan the market, competition and conduct market research to identify opportunities, threats & key issues.

- Assess product performance by meeting with customers and field sales staff to get product feedback and customer experience.
- Tests / Trials the own product and that of competition regularly.

Brand Management

- Responsible to conceptualize the business proposition / product positioning/ pricing in close conjunction with brand marketing team.
- Responsible to create buy-in for the product both internally and with key external partners.
- Act as a product evangelist to build awareness and understanding.
- Responsible for brand marketing to implement brand building initiatives.
- Represent the company by visiting customers to solicit feedback on company products and services.
- Measure the success of marketing programs to determine the most effective means of driving sales.
- Ensure adherence to budgets for BTL and other branding activities.

Cross functional

- Collaborates with Sales, R&D and Operations to ensure effective delivery and support of products.
- Interacts closely with Sales (OE/ Aftermarket/ Exports/OHT) to ensure there is common understanding of business goals and objectives.

Asst. Product Manager-Tyremarket.com - Mumbai / Sept'18 to Dec 2019 (1 year & 4 months)

- Monitor competition activity –New products & pricing related activity.
- Regularly update the website with product pricing, new product updates.
- Remove out of stock products from the website.
- Regularly update the website with manufacturer's offers & schemes.
- Regularly update the website with new vehicle listings in 2-wheeler & 4-wheelers.
- Respond to customer queries which come on various social media channels.
- Co-ordinate & Roll out dip stick market surveys, customer feedback surveys. Analyses and presents the survey reports.
- Interact with the customers, do benchmark comparisons, understand the usage pattern; operating parameters and other aspects that would help in better understanding of transport operation and identifying new product feature, specs or a new product variant to meet the customer need better.
- Compilation of feedback reports & testimonials.
- Successfully updated the website with its 3 unique attributes which helps user in buying process.
- Assisting in the formulation of strategies to build a lasting connection with consumers.
- Plan and monitor the on-going company presence on social media (Twitter, Facebook etc.).
- Provide creative ideas for content marketing and update website.
- Collaborate with designers to improve user experience.
- Acquire insight in online marketing trends and keep strategies up-to-date.
- Maintain partnerships with media agencies and vendors.

Sr. Marketing Executive-Innovative Tyres & Tubes Ltd. - Vadodara / Nov'17 to Aug'18 (10 months)

- Worked on daily administrative tasks to ensure the functionality and coordination of the department's activities.
- Supported marketing executives in organizing various projects.
- Conducted market research and analyse consumer rating reports/ questionnaires.
- Employed in marketing analytics techniques to gather important data (social media, web analytics, rankings etc.).
- Update spread sheets, databases and inventories with statistical, financial and non-financial information.
- Assist in the organizing of promotional events and traditional or digital campaigns and attend them to facilitate their success.
- Prepare and deliver promotional presentations.
- Compose and post online content on the company's website and social media accounts
- Wrote marketing literature (brochures, press releases etc.) to augment the company's presence in the market.
- Communicated directly with clients and encourage trusting relationships.

Sr. Officer-Marketing - JK Tyre (Retreads) - New Delhi / Feb'14 to Oct'16 (2 years 9 months)

- Conceive and develop efficient and intuitive marketing strategies.
- Organized and oversee advertising/communication campaigns, exhibitions and promotional events.
- Conducted market research and analysis to evaluate trends, brand awareness and competition ventures. Initiated and control surveys to assess customer requirements and dedication
- Wrote copy for diverse marketing distributions (brochures, press releases, website material etc.).
- Maintained the relationships with media vendors and publishers to ensure collaboration in promotional activities.
- Monitor progress of campaigns using various metrics and submit reports of performance.
- Collaborate with managers in preparing budgets and monitoring expenses.

Academic Credentials

<u>Education</u>	<u>Year</u>	<u>University/Board</u>	<u>%age</u>
Bachelor of Engg.	2008 – 2102	RGTU	63.9 (aggregate)
HSC	2007 – 2008	MP Board	58.86
SSC	2005 – 2006	MP Board	71.6

Declaration

I hereby declare that above written particulars are true to the best of my knowledge and belief.

Gaurav Agrawal