

JISHNU KARMAKAR

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B-Tech (AEIE, WBUT), 2004 – 08 | MBA (Marketing, ICFAI Business School), 2008 – 10
PGCP (Advertising & PR, MICA), 2013-14

Brand & Product Marketing professional with a demonstrated proven **experience of 10 years** from Mumbai across different industries in B2C & B2B. Marketing budget management experience ranges from 15 ~ 50 Crores and category management experience ranges from 120 ~ 700 Crores

CORE COMPETENCIES

Brand Management – Brand Promotion – Budget Management – Product Management – New Product Development (NPD) – Product Promotion – Product Launch – Product Pricing – Market Research – Events & Public Relations (PR) – Campaign Management – Trade Schemes – Vendor Management – Trend Analysis – Digital Campaigns – Competitive Analysis

PROFESSIONAL EXPERIENCE

Current Role: Sr. Product Marketing Head, Stovekraft. Ltd., Bangalore (Oct'19 – May'20)

Achievements:

- Conducted discovery of product requirements and delivered MRD for version two product development
- Introduced & launched Copper Bottle & Glass Lunch Box category in Ecommerce marketplaces like Flipkart, Amazon that boosted the sales by 2.5 Crores
- Redefined packaging and communication for Water Bottle & Flask category
- Provided training, education and support to 500+ Field Sales Team, Distribution & Dealer channels

Responsibilities:

- Develop product marketing roadmap for the year which deliver key brand objectives
- Analyze the market, core consumer, key customers for product strategy formulation
- New Product Development (NPD) & drive product strategy from brief to launch
- Launch relevant new products by identifying consumer need gaps and insights through consumer surveys, market research & competitive analysis
- Drives collaboration with Design, Development, Production, Sales and Marketing team to ensure optimal range and products
- Identify key product wins that match customer expectation & jointly work on communication plan along with Brand & PR team thereby organizing BTL & ATL campaigns Pan-India
- Product lifecycle management through special value packs & changes
- Track product price movements, key feature introduction of competition and update across functions
- Engaging in strategic planning, managing P&L and budgeting for Pan – India business

Previous Role: Product Marketing Manager, Hamilton Housewares Pvt. Ltd., Mumbai (July'17 – Sept'19)

Achievements:

- Successful launch and introduction of 17 products Pan-India across Electric Tiffin's & Casseroles, Vacuum Flask, Tuff Jugs & Softline category in the Thermoware segment in a span of less than a year that propelled a 12% sales growth in FY 2017 – 18
 - Launched 24 products Pan-India and gave a 17% growth in FY 2018 – 19 across Electric Tiffin's & Casseroles, Vacuum Flask, Tuff Jugs & Softline category in the Thermoware segment
 - Successful introduction and implementation of the offers "Plug It Hot", "Power Lunch" & "Softline Diwali Dhamaka" Pan-India
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Responsibilities:

- Develop and deploy communication campaigns through ATL and BTL to get the product to masses
- Manage Advertising, Media & Research Agencies and evaluate marketing campaigns and prepare activity reports for the campaign effectiveness and ROI
- Budget management and ensuring marketing budgets are effectively utilized and appropriately accounted for the relevant group of brands
- Assess competition and monitor, analyze, evaluate market trends, consumer / customer behaviour to identify new opportunities for the brands and take steps to correctly segment the product
- New Product Development (NPD), defining the product characteristics, product elements from a customer standpoint and innovate, develop / improve product packaging
- Overall responsibility of the product both in terms of financial success as well as customer satisfaction
- Pricing of the product vis a vis competition and the entire profitability analysis that goes with it
- Understand market research needs for the brands and execute a market research road map to ensure market research done is utilized meaningfully to achieve business objectives
- Monitor and influence demand forecasting, sales, other brand metrics and adapt plans as required and also recommend action for brand profitability

Previous Role: Product Marketing Manager, Nilkamal. Ltd., Mumbai (July'15 – June'17)**Achievements:**

- Successful launch & introduction of 54 products Pan-India across Monoblock, VAP-M & N-VAP category in the Moulded plastic segment in a span of less than 2 years that propelled a 10% sales growth at year end
- Successful introduction and implementation of the offers "Sell More Fly More", "Swarna Utsav", "Swarna Mahotsav", "Target To Travel", "Achievers-Club" & "Ace-Club" Pan-India
- Development and roll out of nationalized TV Campaign for Nilkamal. Ltd.
- Development and roll out of Nilkamal local Cable TV Ad Pan-India for the entire product portfolio

Responsibilities:

- Management of the whole life cycle of the Product(s), New Product Development (NPD), Design Changes (DC) & strategizing launch plan of new product(s) as per Company's pre-decided objectives and targeted launch dates
- Liaise with Design & Production team for effective cost reduction, maximizing profitability, developing and improving packaging of existing / new products
- Supervise markets, competition intelligence to gain insights about new movements and workout appropriate pricing for each product based on market by understanding competition
- Creating communication strategies for the Brand, develop appropriate marketing campaigns & branding activities either through BTL / Sales promotion, consumer activation campaigns, Trade Schemes, ATL and Price correction
- Supervise and monitor the A&SP spends and its efficiency at product and sub product levels
- Monitor, review Product(s) & inventory movements on a weekly / fortnightly / monthly basis and raise timely alert in case of variations and strategize for each State a healthy product mix for delivering profits goals

Previous Role: Product Marketing Manager, Meru Cab Company Pvt. Ltd., Mumbai (Aug'14 – May'15)**Achievements:**

- Successful launch and introduction of the brand "MERU Flexi" in 12 new cities with extensive PR and Social Media coverage along with Celebrity brand endorsement supported by various marketing campaigns resulting in average 20% MoM growth from new cities
- Successful introduction and implementation of the offers "MERU Happy Hours", "5% Cash Back", "Flat 25% Off" & "30% Cashback" Pan - India
- Launch and roll out of promotional campaigns of MERU Mobile App Pan – India
- Development and roll out of nationalized TV Campaign for Meru Cab Company Pvt. Ltd.
- Successfully launched and rolled out MERU Flexi Intercity campaign across 8 cities
- Developed MERU Flexi pricing structures and package trips for various cities

Responsibilities:

- Develop brand and communication strategy for entry into new markets
- Continuously innovate & develop a value proposition for the brand, execute the brand strategy
- Develop; deploy a 360-degree communication strategy across media channels and electronic media with specific focus on online media, Mobile App marketing and feature developments
- Development of annual marketing plan and controlling advertising, promotion and sales aid in accordance with the annual marketing plan
- Identify market segments adjacent to the core business of Meru and create solution offering for each segment from existing or new products
- Positioning segment solutions with competition and margin analysis, identify and present innovative and creative products/solutions
- Create sales tools with value propositions for each market segment and provide the sales team with the necessary functional/technical expertise to enable them to sell the product/solution
- Coordinating with various functional teams such as Ops, IT, Legal, Finance, Customer Relations & Training team to accomplish brand agendas

Previous Role:

Asst. Manager – Marketing, HNG Float Glass Ltd. (now SISECAM FLAT GLASS), Mumbai (Feb'10 – July'14)

Achievements:

- Development and roll out of nationalized TV Campaign for HNG Float Glass Ltd.
- Development and roll out of “Dhanvarsha” & “Elite Partners Club” CRM campaign thereby establishing a strong and loyal Dealer and Retail network Pan - India
- Development of Sales Process Manual in collaboration with Mercuri Goldmann (India) Pvt. Ltd.
- Received award for effective contribution towards Branding & Marketing activities in HNG Float Glass Ltd.

Responsibilities:

- Making concept notes/briefs for the creative and media agencies on the campaign concept and brand strategy, overlooking the creative's and plans made by them
- Coordinating with Pre-production houses, Advertising & Media Agencies and Printers for the designing and development of the product collaterals, marketing creative and media plans
- Organizing, measuring and implementing all BTL & ATL activities Pan-India
- Responsible for budget monitoring & controlling all promotional expenditures
- Preparations of Reports/Module/MIS/actions taken & follow-up measures, to ensure effectiveness
- Planning and implementing required studies / Market Research for tracking our brand, measuring the awareness and analyzing competition activities
- Pricing analysis and analyzing implications of pricing strategies of our and other brands
- Undertaking networking activities with Engineering and Architectural Institutes/Firms & it's alumni as a part of brand promotional campaign and market development measures

PERSONAL DETAILS

DOB: 1st September, 1984

Languages known: English, Hindi, Bengali

Permanent address: ZIGMA Court, 63 Harish Chatterjee Street, Flat B-2, Kolkata – 700025