

NIKHIL AGARWAL

✉: nikhil87agarwal@gmail.com

☎: +91- 9830307915

**MIDDLE LEVEL ASSIGNMENTS**  
**Marcom| Branding**  
Location Preference: India & Overseas

*"Excellent record of achievement in conceiving & implementing ideas that have fuelled market presence and driven revenue"*

**PROFILE SUMMARY**

- A result oriented dynamic professional with 6 years of experience in Marketing Management ,Branding & Promotions ,Marketing campaign designing Vendor Management, Implementation of Marketing Strategies, , Business Development / Channel Management, Client servicing, Customer Relationship Management, in the Furniture, Textile, BFSI, Automobile and Retail companies
- Experience in Developing Theme, Design, Creative and product communication
- Experience in implementing marketing plans to improve the company awareness in markets and promote the brand positioning & vision through the delivery of impactful brand communication (ATL & BTL-Marketing Tools)
- Experience in developing, monitoring, updating client requirements & communicating ideas/ solutions, debriefing clients sales and service team executives/managers on the results and recommendations from research
- Proven skills in communication; Image and Brand Building; Media Planning, Training, growing & managing Associates and Client Relationships
- A keen communicator with honed interpersonal, problem solving and analytical skills

**CORE COMPETENCIES**

**B2BMarketing**  
**Business Development**  
**Marketing & Communications**

**Marcom**  
**Marketing Collateral**  
**Channel Management**

**Vendor Management**  
**Team Management**  
**Client Relationship Management**

**ORGANIZATIONAL EXPERIENCE**

**Jan'18 – Jan'20** **Forte Furniture Product India Pvt. Ltd. as Deputy Marketing Manager, Chennai**

**Key Result Areas:**

- Work closely with Creative agency in development of Catalogues, Brouchers, Leaflets, Booklets and other POSM materials
- Preparing story line, scripts and executing video shoots for promotional videos product photoshoot
- Coordinating with marketing agency for getting the designs and release of advertisements
- Coordinating with vendors to get the marketing collaterals done
- Coordination with field and the agency/vendor
- Preparing & Analysis of Marketing report
- Monitoring the marketing and communication strategy plans and budgets
- Monitoring digital marketing campaigns.

**Highlights:**

- Acknowledged for Conducting sales and promotional activates & suggesting new areas for business expansion

**Apr'15 – Mar'16** **SWIRL Unit of Tarun Fabrics Ltd., Kolkata as Store Manager**

**Key Result Areas:**

- Interfacing in servicing customer by providing merchandise
- Managing complete store operational requirements by scheduling and assigning employees
- Assisting in maintaining store staff by recruiting, selecting, orienting, and training employees and appraising them
- Facilitating store staff job results by coaching, counseling, and disciplining employees though planning, monitoring, and appraising job results
- Accomplishing financial objectives by preparing annual budget, scheduling expenditures, analyzing variances and initiating corrective actions
- Focusing on recreating brand image by doing social media Marketing, logo designing , conducting exhibitions & social media marketing

**Highlights:**

- Received appreciation for recreating new brand image for the Store

**Apr'13 – Mar'15**

**A.K Stockmart Pvt. Ltd., Kolkata as Executive**

**Key Result Areas:**

- Involved in marketing asset allocation
- Ensured client & channel servicing with reference to debt
- Interfaced in reviewing client portfolio and coordinated with financial advisors for seamless execution
- Assisted clients by providing exceptional personalized advice particularly with reference to debt
- Identified opportunities to develop new market segments in line with company's sales strategy from time to time
- Functioned as single point of contact for customers with any queries or problem and ensured that clients receive full and efficient services related to debt
- Conducted business promotional activities for increasing market share
- Communicated with channel partners in reference to debt market products and its features
- Motivated channel partners with different incentive roll out for increase in sales and services

**Highlights:**

- Received appreciation for achieving numbers in terms of revenue quarter-on-quarter
- Acknowledged for:
  - Selling highest number of private placement papers for the month of November 2014
  - Adding highest number of IFA'S for the year 2014 & collection of maximum number of application of Tax free bonds
  - Acknowledged for: Achieving quarterly sales targets

**Sep'10 – Jun'11**

**Hindustan Motors Ltd., Kolkata as Junior Officer**

**Key Result Areas:**

- Functioned as team member of Expense & Insurance Department
- Formulated budget and created quarterly provision for expenses
- Maintained and updated MIS reports on daily activities for expenses
- Involved in preparing reconciliation statements & requisition of job contracts
- Assisted verifying different heads of expenses including general expense bills, travelling bills & so on

**ACADEMIC DETAILS**

2013	PGPBM/MBA in Marketing & Finance from ISB&M, Kolkata with 6.28 CGPA
2009	B.Com. (Honors) in Accounts & Commerce from The Bhawanipur Education Society College, Kolkata, Calcutta University
2006	XII (Commerce) from Calcutta Public School, Kolkata, I.S.C Board
2004	X (Science) from Seventh Day Adventist Day School, Kolkata, I.C.S.E Board

**ACADEMIC PROJECTS**

<b>Project Title:</b>	Consumer Motivation behind New Image Building & Positioning of Titan Watches
<b>Period:</b>	Jun'12 – Jul'12
<b>Description:</b>	The project focused on changing consumer motivation in wrist watch market by focusing on brand marketing. Introduced innovative products, international styling, return of money back policy and focused on making world class showroom & service center. Assisted in appointing a brand ambassador having a global appeal.
<b>Project Title:</b>	Analysis of Integrated Marketing Communication of Cadbury India Ltd.
<b>Period:</b>	Sep'12 – Oct'12
<b>Description:</b>	The project aimed at transition of advertisement from older days to present days by advertising in different ways by using advertisement method like T.V commercial, Hoardings, Magazines, Posters, Internet Marketing, etc. Adopted different types of sales promotion activates like Combo offer, Quantity deal and consumer contest.

**TECHNICAL SKILL**

- MS Office (Word/Excel/PowerPoint)

**PERSONAL DETAILS**

Date of Birth:	3 <sup>rd</sup> Dec 1987
Languages Known:	English, Hindi and Bengali
Present Address:	472-C Shaheed Hemant Kumar Bose Sarani , Lakshmi Tower, 4 <sup>th</sup> Floor Kolkata 700074
Permanent Address:	472-C Shaheed Hemant Kumar Bose Sarani , Lakshmi Tower, 4 <sup>th</sup> Floor Kolkata 700074

**DECLARATION**

I hereby declare that the above mentioned particulars are true & genuine and are as per the certification

Place-Chennai

Yours Sincerely

Date -

(Nikhil Agarwal)