

Rishi Raaj Sethi

Senior Marketing Professional

Growth accelerator with 18 years experience (both in-house and agency) in conceiving and developing efficient, intuitive marketing strategies, deploying Consumer Research, adept at Media Planning & Business Development who firmly believes in digital first philosophy of content creation



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📞 09810000904

📍 GURGAON, India

WORK EXPERIENCE

DGM- Marketing

Experion Developers P Ltd.

2012 - Present

As a key contributor to the performance of the marketing channel, performing a highly visible role that develops, executes & drives Marketing Strategy for Experion

Achievements/Tasks

- Leading marketing strategy, customer acquisition by constantly delivering brand awareness and penetration of over **80 %**
- Designed a fresh corporate identity, brand architecture and articulation as one of the few real estate brands that talks of people and customer responsiveness and positivity of experience-drafted a set of marketing SOPs and launched the brand in June 2012
- Identity creation for all Internal & External programs including (not limiting to), Customer Referral, Employee Referral, Channel Partner Engagement & Empanelment and Employee Sales Referral
- Market research study to identify need gaps, patterns and irk-zones of the trade, organising events to enhance visibility and ensuring right linkages for corporate outreach and brand building
- Complete ownership of external brand communication and digital conversations, online platform, website utility, user-centric functionality upgrades, social media campaigns and Lead Flow & Management System
- Synergy specialist in optimising marketing cost savings~Successfully choreographed Barter Deals with leading publications to ensure high degree of discounting on media rates. Achieved an overall profitability of 48% on media negotiations across mediums.
- Successfully launched 6 Projects (5 Residential Projects + 1 Commercial) – Premium, Luxury and Plotted Townships
- Designed a calendar of events to keep the buzz going around positive experiences, promptly followed with the launch of two projects, which were again marketed in sync with the positive aspect of life.
- Directly manage all content, presentations and internal/external communication to ensure that brand guidelines and corporate ethos were adhered to in literature and spirit.
- Lead the Innovation Committee – an internal body managing pool of new ideas and employee connect with the brand

SKILLS

- Marketing Strategy
- Leadership
- Business Development
- Digital First Approach
- Brand Building & Penetration
- Research & Insight
- Digital Marketing
- Marketing campaign
- Product launch
- Events & Outreach
- Content Management
- Identity Creation
- Brand Awareness
- Direct Marketing
- Corporate Branding
- Budgeting
- Team Management
- Influencer Marketing
- Consumer Marketing
- Communication
- Market Planning
- Social Media

EDUCATION

Post Graduate Diploma Management (Advertising & Public Relations)

International Institute Of Mass Media, Delhi

2002

B Com

Delhi University - Private

2002

CERTIFICATES

Diploma in Web Design & HTML, NIIT Delhi, 2001

Google Analytics, Google, 2017

Adwords Search Certification, Google, 2017

PERSONAL DRIVERS

- End to end ownership
- Digital space
- Love a fast paced environment
- Data Driven
- Good with ambiguity
- Obsession to build & grow business
- Enjoy having the freedom to define & implement

WORK EXPERIENCE

Account Management - Client Service

Interactive Avenues / M&C Saatchi
Communications / Vyas Giannetti Creative /
RMG Connect / UCP Direct

2002 - 2012

Achievements/Tasks

- End to end client relationship management from across sectors and industries -**SBI Cards, Radico Khaitan, VLCC, Beitel - Landline and IT Peripherals, Ansal API, Max New York Life Dish TV, NIIT, Jaypee Greens, Religare Enterprise, Jubilant Organosys, Carzonrent, Spectranet and Godfrey Phillips India, Flextronics Software Systems, Carrier Aircon & Airtel, ABN AMRO Bank and Maruti Suzuki**
- Build, lead and manage all Client marketing campaigns
- Directed the hiring, training and performance evaluations for Account Management Team
- Effective budget management to ensure High ROI for activities and Increased billing on existing clients by cross-selling creative services

HONOR/AWARDS

Innovation Award

Experion Developers

Employee recognition

Various

ENTREPRENEURIAL EXPERIENCE

Let's Go Social Private Limited (2017)

A partnership based entrepreneurial venture managing agency's Growth with P&L responsibility • Business planning and go to market strategy for Group Companies & Clients • Managing existing clients and identifying new business opportunities • Setting up the Office and building a strong team, streamlining process flows and SOPs • 4 New Business Wins

Vermillion Communication (2018)

*Responsible for setting up the Team and Structure for core account **Patanjali**, led 12 people team controlling multiple disciplines like Community Managers, Insight specialists, ORM manager, Tech & Creative team and strong Account Management team to drive the Digital Media, Successful digital launch and execution of "Haridwar se Har Dwar" campaign – resulting in organic trending of the brand • Framing & structuring of content buckets – resulting in better reach and engagement*

INTERESTS

Marketing Blogs

Design thinking

Bike riding