



# Rukmini Gawde

## Assistant Marketing Manger



### WORK EXPERIENCE

#### THE INDIA FITNESS CONNECT PVT LTD (TIFC) – Asst. Marketing Manager

- Deploy successful marketing campaigns and own their implementation from ideation.
- Responsible for creating marketing collaterals for all the brands.
- Collaborate with sales and service managers to drive marketing programs.
- Conceptualize and execute B2C events and exhibitions.
- Develop region specific marketing strategy to increase the customers base.
- Drive the corporate communication tasks for enhancing the company’s image in the fitness industry.
- Execution of BTL activities and instore branding in the fitness facilities.
- Create the strategic plan that aligns with sales goals to drive business growth.
- Execute Social Media Marketing campaigns internally for all the 7 brands.

Sep 2019

Oct 2021

#### STRATA GEOSYSTEM – Senior Marketing Executive

- Developing content for newsletters/trade journals/brochures/flyers.
- Responsible for corporate communications within & outside the group with a full range of strategic marketing communications.
- Designing and creating advertisement content for print and digital media.
- Dealing with creative agency and vendors for marketing collaterals.
- Complete designing and conceptualizing new project/product launches.
- Planning & execution of company events like conferences and exhibitions.

Feb 2019

Aug 2019

#### INTERNATIONAL FLAVORS & FRAGRANCES PVT LTD – Marketing Executive

- Keeping track of the market, country macro trends and the FMCG categories.
- Tracking the brand’s moves in communication, packaging and fragrance strategies.
- Analysing consumer insights to understand the fragrance’s role within the product mix.
- Identifying Client brand and fragrances ‘white space’ and ideate new concepts.
- Supporting client on segmentation and brand portfolio strategies.
- Working with Sales and fragrance creation teams to establish the appropriate olfactory direction to win briefs.
- Facilitating projects and consolidating presentations for clients.
- Collaborating with the Local & Regional Marketing team on projects.

Aug 2014

Jun 2018

#### VENTURES ADVERTISING PVT LTD – Client Servicing Executive

- Business development within the defined strategic sectors.
- Handled exhibition vertical from ideation to execution.
- Executed ATL and BTL activities for the brands.
- Market research and effective market strategy is carried out in order to meet up with different advertisement proposals.

Feb 2014

Aug 2014

#### ALMATS BRANDING SOLUTIONS PVT LTD – POS Coordinator

- Responsible for POS activities for Mahindra & Mahindra Pan India dealers.
- Dealt with more than 300 Mahindra & Mahindra dealers for the regular instore advertising requirements of the Automobile showroom.

Aug 2013

Feb 2014

### PERSONAL INFO

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24<sup>th</sup> May 1993

Andheri East

### SKILLS

Marketing Strategy & Campaigns

New Product Launch

ATL & BTL Activities

Digital Marketing

Events & Exhibitions

Project Management

Team Player & Quick Learner

### EDUCATION

MBA in Marketing (Welingkar Institute of Management) 2018-2021

Master of Commerce in Business Management 2016-2018

Bachelor of Management Studies 2010-2013

HSC - 2010

SSC - 2008