

SUDEEP KHUSHOO

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Current Location - Morbi, Gujarat

PROFILE SUMMARY

Experienced professional with well-honed expertise in the areas of Marketing & Communications, Branding and Advertising

SKILLS

Online and Offline Marketing, Branding, Brand Development, Advertising, Collateral development, Vendor management

SNAP WORK HISTORY

Manager –Marketing Digital with Simpolo Vitriified Pvt. Ltd. at Morbi Gujarat since Nov' 2021

- Managing Brand across various Online Platforms
- Ensuring consistent brand communication across channels and portals
- Managing Social Properties for company in coordination with Digital Agency.
- Liason with Creative and Video Agency
- Working collaboratively with design team to oversee the creation of engaging and effective marketing collaterals aligned with the marketing plan.
- Handle print Ad in related magazines
- Looking after Online Reputation
- Ensuring consistency in usage of Simpolo brand across channels, media properties
- Preparing the monthly calendar and strategies to promote
- Leading and Managing content for various collateral and event through content team and getting it approved.
- Regularly monitoring user analytics and using these insights to drive strategies to secure downloads and improve customer engagement
- Managing website content and updates.
- Providing the sales team with relevant marketing support in terms of promotional materials
- Proof checking and taking the final approval from the head
- Preparing Quarterly reports to present to management

Manager Marketing & Communication with Classic Marble Company Pvt. Ltd. At Mumbai from Oct'2018 to Nov' 2021

- Managing third party vendors to execute digital campaigns to drive online and offline sales.
- Leading and managing content creation and implementation across our social media platforms, including timing of posts and selection of photographs
- Working collaboratively with design team to oversee the creation of engaging and effective marketing collaterals aligned with the marketing plan.
- Overseeing and managing the marketing calendar so others can access information quickly.
- Assisting Senior Manager to develop a formal Annual Marketing Plan across mediums including but not limited to setting annual events, festival gifting, etc.
- Handling Vendors for Gifting Purpose
- To liase with creative Agency for social requirements
- To liase with vendors for Dealer Branding, Inshop Branding etc
- Align the company around the brand's direction, choices and tactics

- Monitor market trends, competitor activities to identify opportunities and brand perception
- Oversee marketing and advertising campaign to ensure consistency with product line strategy.
- ATL/BTL activities-Media buying from print, outdoor and radio media.
- Assisting Senior Manager to create corporate videos
- Managing events and activations for the brand.
- Providing the sales team with relevant marketing support in terms of promotional materials, product catalogs, electronic promotions like apps and websites.
- Managing web content and updates.
- Coordinate with event management agencies to conduct events like product launch, dealer meets etc

Marketing Manager with Gyeonggi Business Center Pvt Ltd, Mumbai from Mar 2012 to Oct 2018

- Independently Handling the Marketing program of South Korean SME's in India.
- Market Research Reports, Evaluation Reports for Korean SME's.
- Responsible for generating business in India and also enhance brand image and customer satisfaction.
- Coordination between Korean Manufacturers and Indian buyers.
- Presenting samples and other related details to buyers
- Coordinate to resolve issues between manufacturer and buyers
- Devising and executing marketing plans to promote the brand
- Managing the branding and Promotional work through channels like online trade websites
- Assisting Director in creating Strategies to Increase Foot Falls at the Exhibition
- Assisting Director in Media planning and buying for Exhibition
- Responsible for identifying, negotiating & tying up with vendors
- Helping with business alliances between Korean Manufacturer with Indian distributors, Importers, Manufacturers etc.
- Communicate, liaise, and negotiate internally and externally using appropriate methods to facilitate the development of business and sustainable relationships.
- Arranging product samples and demonstration to Indian clients.
- Assisting in MoU signing between Indian and Korean companies.
- Client servicing, helping buyer and seller with their purchase and payment orders.
- Working closely with the sales channels and creating customized solutions to cater to their requirement
- Tracking competition products communication, sales tools and sales engagement programs
- Coordinating in organizing Trade events Fairs in India and south Korea
- Assisting company director for branding of In-house Exhibition 'G-Fair' through ATL activity like social media ,Radio adv, Print media (New paper), Barter system.
- Supporting office administration work.
- Prepare Weekly Reports, Monthly Reports, business Trip Report.

Sr.Exe-B.D with Airlink Wireless Pvt. Ltd., Mumbai from Feb 2011 to Sept 2011

- Business development of Wi-Fi service in Mumbai and Maharashtra region.
- Client Servicing and maintaining the relationship with existing accounts and building new.
- Commercial negotiation, Follow ups, closures, Documentation process, Payment Collection
- Coordinating with Technical team for survey and installation works.

Marketing Head with WiFonic Technologies Pvt. Ltd, Mumbai from Nov2008 to Feb2011

- Responsible for strategizing the Sales and Marketing plan of the Wi-Fi Hotspot at National Level.
- Looking after Print advertisement of Wi-Fi solution in different magazines.

Media Planning, Relationship Management, Mass Mailers, responsible for development and execution of all marketing campaigns

- Handling National Accounts and providing Client service at National level
- Handling the costing structure for Wi-Fi in consultation with clients and management.
- Coordinating with the technical team for the survey and installation work.

Relationship Manager with Angel Broking Ltd., Mumbai from Jan2008 to

- Responsible to get the business partners, Franchises, Sub Broker's for the company's expansion.
- Negotiation with the SB's in profit sharing and other expenses.
- Handling the Executives and AUM to get the Business partners and retail clients.
- Providing sales and documentation training to the team.
- Coordinating with the different departments to resolve the issues of clients.

EDUCATIONAL CREDENTIALS

- 1.PGDBA – Marketing from Welingkar Institute of Research & Technology – 2008
2. BBA from Madurai Kamraj Inoversity - 2005

Personal Profile

Father Name: Mr.Surinder Nath Khushoo

Mother Name: Mrs.Tosha Khushoo

D.O.B: 23rd October 1980

Sex: Male

Marital Status: Married

Nationality: Indian