

Surya kant Anand

*Brand Promotion *Digital Marketing *ATL *BTL *Media Strategy *PR *Budget Management *Market Research etc.

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A seasoned marketing professional with 18 years of experience, specializing in brand promotion, communication, and digital marketing. My expertise spans across ATL and BTL strategies, including SEO, SEM, PPC, and lead generation. I excel in media planning, market research, and PR, with a track record of success with renowned brands like Panasonic, Haier, and Usha International. I most recently contributed to the growth of Hitachi Air Conditioning. I bring a wealth of knowledge and a proven ability to drive results in the marketing realm, making me a valuable asset for any organization seeking to elevate its brand presence and market impact

EXPERIENCE

Johnson Controls-Hitachi Air Conditioning, New Delhi — DGM- Marketing (Head ATL)

APRIL 2015 - JUNE 2023

- Formulating Brand/ Sub Brand / Product marketing strategy and execution of the same for building brand, new product salience and product lifecycle sustenance.
- Detailed Marketing Plans, Marketing Calendar, Budgets and Clearly Defined expected outcomes. Maximizing Marketing ROI.
- Setting and executing Digital Marketing Calendar and Social Media Calendar.
- Develop and execute B2B marketing plans which include SEO, SEM, PPC, email campaigns, Influencer marketing, participation in industry conferences and events, webinars, and website updates
- Managing Creative, Digital, PR and Media agencies along with respective team members.
- Creative development and production.
- Preparing Digital and Non Digital Media Plans.
- Working with sales teams for channel specific marketing actions. Development of Channel Specific marketing initiatives and execution of the same.
- Managing ORM on all social media handles and consumer forums.
- Guiding PR efforts and facilitating execution of PR activities.
- Preparing Marketing Budgets for specific periods and tracking.
- Competition Tracking and benchmarking.
- Analytics and activity impact reports preparation

SKILLS

- Brand Comm. Strategy
- Digital Marketing
- Lead Gen Campaign
- Content Curation
- Data Analytics
- Campaign Mgmt.
- BTL Promotion Activity
- Market Research
- Agency Handling
- Launch & Events

KEY ACHIEVEMENTS

Most Successful Re-Launch of Hitachi Brand Campaign in India (2016)

Brand awareness campaign in South India resulting 30% growth in Brand KPIs (2017-18)

Brand Consideration campaign in ROI and achieved 25% growth in Brand KPIs, specially in Tier 2 & 3 markets.(2018-19)

Best Branded content 2018 award by YouTube (2018)

'Chairman's Award' at Hitachi for Successful PR Campaign during pandemic (2020)

35% Cost innovation through Media Buying (2023)

'Outstanding Performer' at Hitachi (2016, 17, 18, 19, 21)

'Star Performer' at Videocon group for 4 years (2010-2013)

Videocon Ind. Ltd., Gurugram — Manager Marketing

MARCH 2009 - MARCH 2015

- Brand Communication Strategy, marketing, positioning, brand KPI management
- Content development, curation, implementation for Digital , ATL and BTL activities.
- Digital media planning, evaluation, performance, website UI/UX, SEO and KPI measurement
- Creative, PR, Event Agency Management
- Conceptualize new product launch and participation in Event, Exhibition and Roadshows.
- Media Planning and Buying for TV, Press, Radio & Outdoor
- Celebrity endorsement and management for Brand promotion and sponsorship with IPL Teams
- Planning and implementation of PR activities to improve Brand Image and thought leadership.

Haier Appliances, Delhi — Asst. Manager Marketing

SEP 2008 - MARCH 2009

- BTL marketing: Planning, execution, and evaluation
- Outdoor Campaign planning, buying and execution
- Retail Branding and Management
- Competition Tracking and benchmarking
- Product launch, roadshows, event management and Budget management

Panasonic Sales & Service I. P.L., Noida — Sr. Marketing Executive

OCT 2006 - SEP 2008

- BTL marketing: Planning, execution, and evaluation
- Outdoor Campaign planning, buying and execution
- Retail Branding and Management
- Exclusive store management and Merchandising, branding management
- Competition Tracking and benchmarking
- Product launch, roadshows and event management
- Regional Budget management

Usha International Ltd., Delhi — Marketing Executive

FEB 2004 - OCT 2006

- BTL marketing: execution, and evaluation
- Retail Branding, merchandising and Management
- Product launch, roadshows and event management
- Competition Tracking and reporting

consecutively.

LANGUAGES

Hindi and English

EDUCATION

PGDBM —

Ishan Institute of Mgmt & Tech.

(2002 - 2004)

Digital Marketing & Com. Strategies —

MICA (*Mudra Institute of Communication*)

(May 2019)

B. Com —

St. John's college, Agra

(July 1998 - June 2001)

Intermediate —

NRIC, U.P. Board

(1998)

High School —

NRIC, U.P. Board

(1996)

EXTRA CERTIFICATES

- **Google Adwords**
- **Brand Management:**
Aligning Business, Brand & Behaviour

EXTRA CREDITS

- Member of RAMA and CEAMA
- Produced papers on e-waste management project with RAMA
- Planning and execution of RAMA's promotion campaign (During Covid)

- **Crisis Comm.**
from LinkedIn
- **Analytics Essentials:**
from Circus Street
- **Data & Targeting Essentials:**
from Circus Street

AWARD & CERTIFICATES

- Painting Exhibition at Lalit Kala Akademi
- Inter college Ad knock shows
- Abstract Art
- Face Painting at state level

ADDITIONAL DETAILS

- **Father's Name.:** Late Sr. Roop Kishore
- **Marital Status:** Married
- **Notice Period:** 15 Days

Signature: _____

Date: _____