

Vivek Agarwal

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ACADEMIC QUALIFICATIONS

| Qualification | Year | Institution | Score |
|---------------|------------|---|------------|
| MBA | 2011– 2013 | Symbiosis Institute of Business Management (SIU, Pune) | 2.73 (4.0) |
| B. Tech | 2007–2011 | Maharaja Agrasen Institute of Technology, Delhi (IP University) | 73.26 % |
| Class XII | 2006–2007 | Arwachin Bharti Bhawan School, Delhi (CBSE) | 88 % |
| Class X | 2004–2005 | Arwachin Bharti Bhawan School, Delhi (CBSE) | 90 % |

PROFESSIONAL EXPERIENCE

| Company | Role | Duration |
|--------------------|-------------------------|------------------|
| CASIO India, Delhi | Brand Manager – Watches | Nov'19 – Present |

Key Role: Marketing & Brand Management, Marketing Communication, Event Management, Vendor Management

- Managing the **Brand G-Shock & Baby-G** for all the marketing and branding activities at PAN India Level.
- Responsible for **product positioning and messaging** across website, emails, social media, print, radio, PR and all other customer-facing channels.
- Define and implement customer marketing programs to drive conversion and customer retention.
- Identifying influencers** specific to G-Shock culture and creating content with them incorporating the brand.
- Working on various activities like **In-store visibility, POP**, signage, events & promotions.
- Creating strategy for various campaigns** (brand, promotional, regional) & evaluating their performance
- Identifying opportunities for **cross promotional tie-ups** & activities with other brands e.g. Cult-Fit, Reebok etc.
- Designing and executing end to end communication plans & Managing on ground events** to increase the brand visibility and drive engagement with the audience.
- Managing external **Digital, Creative, Media agencies** & working with internal teams like creative, finance, legal, planning and Sales to synchronize marketing efforts.
- Conducting consumer research** to generate insights & turn them into marketing briefs and working together with external & internal partners to deliver successful campaigns.
- Creating annual PR strategy & identifying key opportunities to highlight the Brand & the campaigns across various media.
- Making promotional plan & annual marketing calendar.

| Company | Role | Duration |
|-------------------------|---|------------------|
| RELIANCE RETAIL, Mumbai | Sr. Manager – Marketing & New Initiatives | Jan '17 – Oct'19 |

Key Role: Marketing Strategy, Vendor Management, New Initiatives, Project Management, Analytics

- Successfully managing Marketing & Branding activities for **500+ existing stores of Reliance Fresh** along with the launch of **100+ new stores** PAN India.
- Managing various **end to end marketing campaigns** to increase brand awareness and acquire new customers.
- Managing & continuously tracking the **campaign budgets** to optimize the performance & improve the ROI of the campaigns.
- Optimizing campaigns by doing **A-B testing on Email subject lines, SMS copies** and CTA to improve the conversion rate.
- Regularly monitoring **business KPI** like Sales, Ticket Size, Footfalls, New Customer Acquisitions to evaluate the performance of Products/Stores & identifying **opportunities to improve & grow the business**. e.g Identified 27+ low performing stores, initiated in-store activities like Chhota Bheem for customer engagement; Resulted in **50%+ increase in footfall & 27%+ increase in sales**.
- Started SMS marketing** with customized messages using insights from customers' shopping behavior to retarget relevant customers; led to **60% increase in conversion rate with 25% uplift in ticket size**.
- Working with various content creators & doing **influencer activations** to build brand affinity and scale up audiences.
- Implemented innovative initiatives in **Experiential Marketing** by leveraging upcoming technologies:
 - Mango VR & Monsoon AR Activity** – To have higher Brand Recall which also resulted in **45%+ surge in sales**
 - Google Assistant Recipe Bot** - To forge deeper connect with consumers & subtly push consumption
 - AI Powered Video Calling Bot** - To create awareness about the sale and the offers
- Managing and optimizing Social Media campaigns (Facebook, Instagram, YouTube, Twitter) to **increase audience growth**, engagement & drive **Online to Offline** conversion.
- Using custom & look-alike audiences on digital for **new customer acquisition & creating strategies to retain the existing customers**.
- Working cross functionally** with various teams like Category, Legal, Finance & Creative to meet growth targets.
- Managing the complete suite of **Digital Marketing** (Social Media, Social Listening, Email Marketing, Influencer Marketing, PPC, Display, Mobile)
- Managing external **digital and media agencies** & regularly giving feedback to continuously create innovative content.

| SNAPDEAL, Gurgaon | | Sr. Business Analyst - Strategy | Mar'15 – Dec'16 |
|--|---|---------------------------------|-----------------|
| Key Role: <i>Strategic Initiatives, Project Management, Customer Experience</i> | | | |
| <ul style="list-style-type: none"> As part of the Strategy/Business Excellence team, I worked as an internal consultant on projects to improve Customer Experience by driving new initiatives & optimizing current processes Analyzing & keeping track of key business performance metrics (like NPS, IPS) and identifying areas of improvement | | | |
| Projects | <ul style="list-style-type: none"> Fraud Detection to identify and blacklist Fraud Customers by analyzing consumer shopping trends aimed at defining rules & policies to mitigate consumer and seller frauds. Resulted in saving of 8.4 Crores Preventing Bulk Buying: Aimed at preventing resellers to buy products in bulk from the platform Reducing Faulty Product Issues: Analyzed the data of Customer complaints for faulty product issues, prepared the guidelines to bridge the information gap with the customers. This led to a decrease in IPS by 7% Andon process implementation: Designed and implemented this process to bring delisted sellers back on platform after analyzing data, doing root cause analysis. Key activities: Stakeholder management, process implementation, training and development, action plan recommendation, internal consulting. Seller Rating Improvement: Worked on various initiatives like sales restriction, shipping restriction (FSA), seller quality check, rating process improvement. Performance Dashboards: Set up performance dashboard for different processes to keep a track of their progress and identify any deviations and improvement opportunities. | | |
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| TIME Inc., Bangalore | | Business Analyst - Retail | Jul '13 – Feb'15 |
|--|---|---------------------------|------------------|
| Key Role: <i>Supply Chain Optimization, Process Improvement, Demand Forecasting</i> | | | |
| <ul style="list-style-type: none"> Managing the distribution of Time Inc. Magazines and ensuring effective Demand Management through Time Series forecasting and planning appropriate stores allocation Identifying areas of improvement in the distribution and proposing solutions to the Client Optimizing the Supply Chain of the Magazine by reducing the return losses and expanding the distribution to increase the opportunity to grow sales and improve profitability Analyzing the impact of various promotions run on various Time Inc. titles and competitor titles in Top Retail Chains and making business interpretations for the same Maintaining high level of coordination with multiple teams across US | | | |
| Project | <ul style="list-style-type: none"> ▪ Automated the process using Excel Macros, thereby reducing total man hours required. | | |
| Achievements | <ul style="list-style-type: none"> ▪ Award of Excellence for increasing the efficiency of the magazine by 6%. | | |

| INTERNSHIPS | | | |
|---|--|---------------|----------------------------|
| Edumentor Educational Services, Delhi | | Intern | March '12 – May '12 |
| <ul style="list-style-type: none"> Design and Implementation of various Business Strategies as an Operations and Relationship Manager Generated leads through references and databases to engage with potential new customers Won Star Performer Award for achieving the Targets and improving the Operational Methodology | | | |
| Star News, Delhi | | Intern | July '10 – Aug '10 |
| <ul style="list-style-type: none"> Studied Media Content & Communication Services and Operations in IT & Engineering Department | | | |
| Prasar Bharti - All India Radio, Delhi | | Intern | June '09 – July '09 |
| <ul style="list-style-type: none"> Studied basics of Radio Communication, Broadcasting, Communication Setup between Earth & Satellite, Setup & Working of a Studio | | | |

CERTIFICATIONS

- **Google Certified Adwords & Google Analytics Professional**

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|---------------|--|---|---|
| Tools | <ul style="list-style-type: none">• Google Analytics• Powerpoint• Tableau | <ul style="list-style-type: none">• Google Adwords• Macros• VBA | <ul style="list-style-type: none">• Advanced Excel• SQL• HTML |
| Skills | <ul style="list-style-type: none">• Digital Marketing• Project management• Data Analysis• Process Improvement | <ul style="list-style-type: none">• Leadership• Communication• Time Management• Creativity | |

EXTRAMURAL ENGAGEMENTS & ACCOLADES

- Selected for **Zonal Round** of **National Level** B-Plan Contest Maruti Suzuki Think Big Challenge 3, Bangalore
- **2 Gold medals (National Level)** in Avantika International Painting Competitions
- **Runner Up** in Photography Competition in Lal Bahadur Shastri Institute of Management, Delhi
- Co-curator of **TEDxSIBMBangalore**
- Creative head for **designing website, posters and videos** for various events organized in college
- **Represented Delhi** in National Level Informatica Coding Challenge