

# Chandrashekhhar Anandas

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Hyderabad

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## About my Profile

Over 9+ years of exposure across various marketing functions, such as, Consumer Insights, Brand Management, Product Management, New Product Development, ATL & BTL function, Digital Marketing & Innovation across IT Hardware & Building Material Industry. Hands-on experience in managing the entire gamut of pre & post sales & marketing activities. Looking forward to join an organization which effectively utilizes marketing skills and provides me a platform to achieve career aspirations.

## Key competencies

Trade Marketing

Vendor Management

Brand Strategy & Promotions

Budgeting & Forecasting

Media Planning

ATL & BTL

Event Management

Market Research

Product Marketing

New Product Development

Digital Marketing

Key Account Management

## Career Timeline

### Manager -Brand Marketing

Prism Johnson India Ltd (H&R Johnson India Group) 

April 2022 to Present

AP&TS

Reporting to "Vice President Sales & Marketing"

- ◆ Being a Marketing State Head Responsible for Marketing Strategy development to attain defined business objectives throughout product categories
- ◆ Responsible for ATL&BTL Activities Budget throughout the year for entire AP&TS states.
- ◆ Closely Working with Sales team & developing the business models by recruiting the new network partners
- ◆ Handling & Guiding the VM's in AP&TS team size: 10+
- ◆ Responsible for developing Exclusive showrooms such as coco showrooms & partners showrooms
- ◆ Innovative Marketing ideas into profitable, scalable promotional marketing campaign to generate Leads
- ◆ Handling the New Product Launches, Partners Meets, Mall events, Trade shows & Exhibitions
- ◆ Responsible for Complete Marketing activities such as Product Display and Brand visibility in AP&TS
- ◆ Acting as a Key role for the Marketing Division and closely working with senior management
- ◆ Responsible for Onboarding New Vendors & Monitoring the Agencies for the Marketing activities
- ◆ Create and Develop the Designs by sharing ideas to the Designing team to get required creative for campaigns/social media platforms.
- ◆ Responsible for all market research, competitor tracking & consumer insights.

### Zonal Trade Marketing Manager

Hewlett Packard Inc. 

April 2019 to Mar 2022

South Zone

Reporting to "Country Head of Marketing "

- ◆ Lead Trade Marketing Division and perform effective marketing activities to generate quality leads
- ◆ Responsible for marketing budget of ATL & BTL for the complete FY
- ◆ Mentoring & guiding south marketing team of 30+.
- ◆ Performing ATL, BTL activation & channel marketing activities (retail & last mile experience).
- ◆ Planning and executing digital marketing programs focused on demand generation and awareness creation across our clients & infrastructure groups.

- ◆ Coordinating with Sales team and making timely schemes/offers to generate the sales Revenue.
- ◆ Working with channel partners to get new proposals to expand the business opportunities.
- ◆ Responsible for the new buildup stores from Ground level to Launch (Exclusive stores Projects).
- ◆ Lead the product launches events, partners Meets, Mall events, Trade Shows & Exhibitions.
- ◆ Finalizing & Monitoring the Agencies for the activities and responsible for vendor accounts
- ◆ Handling Annual POP Calendar (Marketing Collaterals & Partner Giftings) for channel partners & sales team.
- ◆ Guiding the Designing team for required creative for campaigns/social media platforms.
- ◆ Executing social media marketing programs such as FB, INSTA to create “buzz,” to drives traffic and generates sales leads.
- ◆ Managing portfolio of social media accounts and engaging with online audiences to promote business on social channels.
- ◆ Handling all market research, competitor tracking & consumer insights.
- ◆ Market/consumer behavior understanding via regular visit across India for consumer and retail feedback backed with competitor tracking and media activity region wise.
- ◆ To understand Market/Consumer behavior through the regular visits and interact with partners and consumers to plan effective upcoming activities.

#### **Accomplishments**

Conferred with ‘Best Trade Marketing award for 2020.

#### **Assistant Brand Manager**

**Kajaria Ceramics Ltd.** 

**October 2017 to March 2019**

**A.P. & T.S.**

#### **Reporting to “Country Head Marketing”**

- ◆ Administered the activities of Telangana & Andhra Pradesh region through Hyderabad branch.
- ◆ Monitored activities related to ATL & BTL brand promotions.
- ◆ Managed and mentored a team of 2 executives
- ◆ Responsible for Official social accounts to generating the leads.
- ◆ Managing Annual Calendar POP (Catalogues & All Marketing Collaterals) for dealers & sales team.
- ◆ Arranged and conducted product launch events which include architects, contractors, dealers & sales meets.
- ◆ Managed brand improvement activities like exhibitions, regional activities and outdoor activities such as hoardings & ads.
- ◆ Supervised activities related to exclusives showroom designing as well as interior planning in AutoCAD with designing certification in drawing.

#### **Assistant Brand Manager.**

**Asian Granito India Ltd.** 

**June 2014 to September 2017**

**A.P. & T.S.**

#### **Reporting to “South Head Marketing”**

- ◆ Administered ATL & BTL for developing and implementing a cohesive marketing plan to increase brand awareness
- ◆ Managed MIS related to competitor scenario, latest marketing trends and sales output.
- ◆ Coordinated with sales team and obtained the distributor requirements for better products visibility.
- ◆ Interacted with agencies, publications & vendors for executing the marketing activities.
- ◆ Appointed new dealers as well as exclusive stores.
- ◆ Managed the entire branch operations related to marketing.
- ◆ Organized sales training for new joiners

## Accomplishments

- ◆ Created & implemented brand awareness campaigns that increased sales and ultimately profit margins.
- ◆ Grew business for Products by scalable results through improving category & brand benefit awareness using latest trends, radio, print & TV as a media tool.
- ◆ Directed repositioning of the IT Hardware and Ceramics Products brand in a scenario where the product was perceived as premium but too niche.
- ◆ Helped evolve a distinct personality for Kajaria-Amazon series to differentiate it from competition. To boost the Sales and product reach, learned Digital Marketing that resulted in boosted Diwali sales.

## Scholastic details

- ◆ 2015 **MBA** (Public Relations, Advertising & Applied Communication) from National Institute of Business Management (NIBM), Chennai, TN.
- ◆ 2014 **B.E.** (Information Technology) from Vaagdevi College of Engineering, Warangal, Through JNTU-Hyderabad Telangana.

## Certifications

- ◆ Fundamentals of Digital Marketing from Google.
- ◆ AutoCAD from AutoCAD Design Ltd.
- ◆ MS Office from Microsoft.

## Personal Details

- ◆ Date of birth : 24th April, 1991
- ◆ Marital status : Married
- ◆ Mailing address : Flat No 2A, 2nd Flr, Suprani Apts., Street No.8, East Marredpally, Hyderabad-500026, Telangana
- ◆ Language : English, Hindi, Telugu, Tamil & Kannada

I hereby declare that above furnished details are true to my knowledge

Date

Place

**Chandrashekhar Anandas**