

Ashis Adhikary
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Précis

A dynamic professional in marketing with 10 years of expertise in setting up National-level brands from scratch.

◆ SPECIALTIES ◆

Product & Brand Management | Social Media & Digital Marketing | Printing & Publication | OOH, ATL & BTL Campaign execution | Business Development and Management

Achievements

- Successfully Launched Three Brands with PAN INDIA Presence.
- Achieved Emerging Brand of the Year 2019 Award from ASSOCHAM for TMT Bar.

Professional Experience

Amit Alliance **March 11, 2020- Present**

Assistant Brand Manager

Accountabilities:

- Heading all Marketing Initiative of newly Launch TMT Brand and Managing BTL activities of Public Sector Brand **SAIL SeQR for South Bengal territory.**

* Work as freelance consultant for 4 months handling branding and communication of a Jewellery Brand.

Electrosteel Steels Ltd (Vedanta Group) **Dec 28, 2015 – Oct 19, 2019**

Assistant Manager (Branding & Communication)

Accountabilities:

- Executing innovative ATL & BTL activities for strong brand presence in market.
- Creating Budget and plan Brand building activity for consumer engagement and awareness for brand.
- Designing and Implementation of Engineer, Mason and Consumer meet.
- Printing and fabrication of the advertising collaterals.
- POS Material and Merchandise Development & Management.
- Conducting market visit and surveys to identify and track market trends in industry
- Liaising with Creative agency, Media, Digital agencies for branding related assignments.
- Artwork conceptualization for various brand collateral as per brand strategy and guideline.
- Planning and coordinating Still, Product and TVC shoot with creative agency and Production Houses. Concept creation and execution of brand AV's for various meets.
- Managing social media campaigns and creation of consumer engaging concepts and upgrading as per trend on all online platforms.
- Lead Generation and Business development through digital media

Bhushan Power & Steel Ltd **Dec 06, 2013 – Dec 24, 2015**

Executive Marketing

Accountabilities:

- Accountable for planning, budgeting, streamlining and monitoring of all the Marketing activities related to Printing, OOH, BTL and POP & POS Management.
- Administrative Monitoring the operation of social media and Website Updataion, Development of E-Commerce Website (Online Sales)

- Looking after new business activation in the Dealer and Distributer network for newly launched products in assigned territory and Coordinate E-auctioning of the products.

Usha Breco Education Infrastructure Ltd

Dec'14, 2010 – 30th Nov 2013

Marketing Executive

Accountabilities:

- Looking after Business Development for the assigned territory.
- Designing & Implementing Ad campaigns of the New Product & process Launches. Conducting & Supervising OOH Campaign & BTL (Direct Marketing, POP Promotions) Activities across the Territory.
- Managing the business development data/information, ensuring proper recording, tracking and dissemination of information.
- Conduct Market Survey & analysis the market on the New Product launch, Brand Awareness etc.

Academic Credentials

2011	MBA in Marketing from Punjab Technical University.
2008	Graduation (B.com) From Calcutta University.
2005	Higher Secondary (10+2) from WBCHSE.
2003	Secondary (10 th) from WBBSE

Certificates:

- Digital & Online Marketing from IAB Europe, SEMrush and Google Academy.

Technical Proficiency

Operating System: Windows, Linux, Android

Office Package: M.S.Word, M.S.Excel, M.S. PowerPoint, Open office.

Other Package: Adobe Photoshop & illustrator, Utility Soft wares, SAP-MM Module

Extra-Curricular Activities

- Took Part in various social and employee engagement activities.
- Organised many events and programme. Acted as an organizer, volunteer and participant in cultural and sports (Football/ Cricket) activities at College and offices.
- Active member of NCC at College.
- Member of Photography club.

Personal Details

- Date of Birth: 28th august 1986
- Address: 21/26/1 Dum Dum Road Kolkata, Pin Code: 700030
- Language Known: Bengali, English, Hindi

Date: _____

ASHIS ADHIKARY

Location: _____