



PRASHANT SHUKLA MARCOM Professional

Target Assignments: Brand Management / Marketing Communication

Location preferences: Delhi / NCR

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📊 Core Competencies

- Strategic Marketing Plans ★★★★★
- Campaign Management (ATL / BTL) ★★★★★
- Communication Planning ★★★★★
- Advertising & Public Relations ★★★★★
- Social Media Management ★★★★★
- Brand Communication Planning ★★★★★
- Brand Management ★★★★★
- Brand Positioning & Architecture ★★★★★
- Consumer & Market Research ★★★★★
- Campaign Management ★★★★★
- Brand Portfolio Management ★★★★★
- Team Management & Leadership ★★★★★

🧠 Profile Summary

- ▶ **MBA (Marketing) professional**, with **14.5 years of experience** in providing marketing communications leadership in the areas of marketing, communications, client communications, relationship management, and brand management & development
- ▶ **Possess a unique blend of visionary leadership** with the expertise to extend marketing campaign ideas across TVC, Brand AVs, Brochures, Catalogues, POSM, Brand Communication- Advertising, Website and other social media platforms
- ▶ **Currently associated with** Jaquar & Company Pvt. Ltd., Gurgaon as Senior Manager: steering the PAN India Retail branding for all the brands of Jaquar
- ▶ Steering the PAN India Retail branding activities; impressive success by completing 20,000 store branding in a year for Jaquar Lighting
- ▶ Skilled in organizing, interpreting, and communicating market information to facilitate the decision-making process of the top management
- ▶ **Generated strategic and tactical communication plans** for various stakeholder segments at organizational and business unit level
- ▶ **Driving the brand promotion activities through CONFAB Program;** organizing webinar, physically event & other digital events to influence the Architects, Electrical Consultants and Interior Designers
- ▶ An effective communicator with excellent relationship building and interpersonal skills backed by strong analytical, problem-solving, and organizational capabilities
- ▶ Communication support for launching Jaquar Water Heater & Jaquar Lighting in form of making TVC's . launch events , celebrity on boarding , PR releases

🎓 Education

- ▶ **2006: MBA (Marketing)** from GGSIP University, Delhi
- ▶ **2003: BBA** from Institute of Management Studies, Ghaziabad in 2003

📁 Career Timeline

Rosebys Interiors India Ltd., Noida as Manager-Marketing

May'08 to Sep'11

Jaquar & Company Pvt. Ltd., Gurgaon as Senior Manager (Marcom)

Since Oct'11

📁 Notable Accomplishments Across the Career

Jaquar & Company Private Limited

- Actively supported briefing to releasing of various TVC made for brands like lighting water heater & shower enclosures and so on
- Launched Jaquar water heater with multi city events
- Developed a new forum 'Confab' for Jaquar & invited various A+ Architects & Lighting Consultants across country for a panel discussion and networking session
- Administered the barter agencies for movement of outdated products by getting vast media coverage from them
- Organized various meets - Distributor/ Dealer/ Electrician/ Plumber for various brands
- Enhanced brand visibility by generating PR coverages for the brands (lighting, water heater & shower enclosure)

Rosebys Interiors India Limited

- Served as a key member and managed the launch of Rosebys London – in India
- Rendered Marcom support in launching 100 stores in 1 year across country

Footmart Retail India Limited

- Provided Marcom support in launching biggest every store for shoes by the brand name – 'Shoe Factory' of 10,000 square feet

Work Experience

Since Oct'11 with Jaquar & Company Pvt. Ltd., Gurgaon as Senior Manager

Growth Path:

Oct'11 to Mar'13 - Assistant Manager (Marcom)

Apr'13 to Mar'16 - Dy. Manager (Marcom)

Apr'16 to Sep'19 - Manager (Marcom)

Since Oct'19 - Sr. Manager (Marcom)

Key Result Areas:

- Managing 4 brands – Jaquar Lighting, Water Heater, Shower Enclosure & Wellness
- Spearheading a wide array of business functions including branding, communication channels, product development, online and offline promotions, and market research
- Streamlining efforts for attaining short/long-term goals of company by preparing marketing/branding collaterals
- Devising social media strategy to build a rational and emotional connect with the target group by actively working on identified social media platforms
- Facilitating the design and implementation of a complex yet workable marketing communications strategy with key focus on communication modalities
- Driving the brand promotion activities through **CONFAB Program**; organizing webinar, physically event & other digital events to influence the Architects, Electrical Consultants and Interior Designers
- Tracking the market research & competition for developing innovative marketing and business strategy planning
- Maintaining mutually cooperative relationships as well as respect for organizational benefit with various stakeholders including the media, vendors, government authorities, the investor community and employees
- Establishing and maintaining relationship with key media as well as developing corresponding media, marketing and creative materials
- Creating program-based media relations campaigns; providing media coaching to company spokespersons
- Contributing towards the ongoing customer/ market research as well as demographic profiling to identify and capitalize on unmet market needs ahead of the curve
- Managing portfolio restructuring initiatives, reorganizing and maintaining online and print catalogues of corporate, service and partner marketing collateral
- Leading the vendor management activities, ensuring timely processing of the bills & payments thereof
- Designing, editing, developing Jaquar lighting website & its digital promotion
- Researching the marketplace to determine where the product or client fits in for analysing competitive positioning, products, brands and spending

Previous Experience

May'08 to Sep'11 with Rosebys Interiors India Limited, Noida as Manager- Marketing

Personal Details

- Date of Birth:** 5th June 1984
- Languages Known:** English, Hindi
- Address:** House No. 1315, Sector 9A, Gurgaon - 122001