

Ankit Srivastava

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Versatile, high-energy professional, offering dynamic career of 15 + years in Market Planning & Brand Management of FMCG, Consumer Goods and Lifestyle products

Profile Summary

- Multi-faceted **marketing professional** with an extensive experience in **Product Management, Market Analysis, Market Planning, , Market Research, International Marketing & so on**
- Expertise in managing **Market Analysis & its Target Results;**
- Launched the product at all levels through different advertising mediums.
- Leveraged capabilities of leading team members

Core Competencies

Product Management | Business Planning | Budgeting, Forecasting & Planning | ATL/BTL Activities | Market Analysis | International Marketing | Product Launch | Team Management /Facebook ads/Google ads/LinkedIn ads

Professional Summary

BUSINESS PLANNING

- Develop annual business plans and own it including budgeting for the brand/brands and monitoring the expenditures. Responsible for the P&L for the allocated brand/brands
- Analyze macro environment trends, consumer behaviors, internal business imperatives, industry scenario to conceptualize region wise volume projections
- Analyze industry trends, market competitiveness of products and SKUs, consumer requirements etc. to identify gaps in the current brand portfolio
- Gather inputs from consumer insights, coordinate for Consumer Preference Testing & initiate new product launch
- Provide inputs (with respect to art work, packaging, manufacturing readiness, WSP and market connectivity) to management for better planning

BRAND PLANNING

- Analyze market research data for growth prospects, change in brand positioning, brand health
- Drive the creative & Media Team and take responsibility for developing and implementing all marketing plans
- Conceptualize consumer promotion schemes and co-execute with agencies
- Analyze and provide consumer, category and brand information to support channel marketing and sales initiatives
- Evaluate the effectiveness of brand communication, trade and consumer promotions and overall brand health
- Identify, initiate and leverage possible partnerships and alliances to build awareness of the company brand drive incremental sales through alternative channels

BRAND MANAGEMENT/PROMOTIONS

- Engaged in Vendor, product & brand promotion events, launching new schemes to strengthen the product. Performing all functions of collateral management by ensuring the designing, printing & positioning of the marketing material are in coordination with Design Team, Vendors & Operations Team
- Interfacing with higher management of the company for brand budgeting & planning.
- Executing all activities of celebrity management starting from selection till finalization of apt celebrities for the brand & ad shoots while taking campaign live on all mediums
- Preparing marketing & MIS reports, analyze efficacy of marketing activities and tracking the position of profitability & losses for the brands on monthly basis
- Coordinating with Field Force & Logistics Team for proper achievement & implementation of sales target

CONSUMER/CATEGORY INSIGHTS

- Participate in field work related to market research to obtain first hand consumer insights that will improve product development and new product introductions and guide the design effort, ensuring leading-edge, consumer-driven products and designs that meet manufacturing and cost goals
- Participate in identification of key trends from the market research report and usage of key trends for building brand initiatives
- interact with customers to identify the root cause of market complaints, and coordinate with various functions to address consumer complaints

MEDIA PLANNING/RELATIONS/MANAGEMENT

- Managing Online or on-ground press releases & Media Coverage for new launch & any activities for brand while fostering the media relations
- Collaborating with various media owners for best quotations and formulating budgets accordingly for media expenses & yearly media plans
- Exploring various media platforms like on-screen & off-screen for theatre branding (INOX, PVR & UFO), sampling of products in print magazines & live media

Work History

Senior Marketing Manager, ShriLakshmi Cotsyn Ltd – Noida / Kanpur

Since 11/2015

Market Handles: India, UAE, Oman

Product: Home Furnishing /Lifestyle Products

- Introduced new project of "Women Bottom Wear" with new segments by setting up online marketing channel.
- BTL plans & executions for the brand visibility of Brand Name "WEAVES & Dy-Fy"
- Research and exploring potential global market for Home Textile Products preferably **comforter / Bed Linen and preparing timely reports on geographical location basis.**
- Study and monitor the current global market for Home Textiles of Comforter /Bed Linen and **prepare reports on product and region basis and identify the untapped potential market.**
- Collecting information about the business through a variety of methods (shadowing, interviews, surveys, reading reports etc.)
- Managed and in charge of web presence, including but not limited to accounts on various social media platforms, such as YouTube, Facebook, and LinkedIn.
- Evaluating website traffic, service quotas, and target audience.
- Significantly increased online sign-up conversion from 15% to 37% in 2018.
- Strategized, developed, and managed paid digital marketing campaigns across Instagram, and Facebook with a budget of Rs. 1.25 Cr resulting in a Rs.62.5 cr in new revenue
- Led the Marketing division, overseeing marketing staff and multiple advertising agencies and vendors to develop and deliver targeted plans resulting in increased sales and brand awareness.
- Served as key liaison between sales and product marketing to ensure successful product launches resulting in increased market share.
- Developed targeted short term and long term strategies proven to meet or exceed business goals.
- Managed a \$6.9 million budget at a 3% spend reduction while increasing advertising impressions by 130%.
- Created a targeted advertising campaign for the dealer channel resulting in a 15% increase in dealer participation and an average of 5 points of market share growth across several regions.
- Increased early season sales by 58% year over year in a down economy by revitalizing program.
- Established a corporate and dealer run demo program resulting in a 15% close rate and an increase in consumer Net Promoter Score of 9%.
- Designed a social media consumer connectivity campaign resulting in a record number of visitors and an increase in consumer engagement of 212%
- Collecting information about the business through a variety of methods (shadowing, interviews, surveys, reading reports etc.)
- Analyze and interpret data to unearth weaknesses and problems, and comprehend the causes
- Formulate recommendations and solutions with attention to a client's wishes, capabilities and limitations forming concise reports
- Present findings and suggestions to clients with ample justification and practical advice
- **Keeping informed of marketing strategies and trends.**
- **Introduced Linen segment through assessment of customer trends.**

Area Business Manager, Beetel Teletech Limited – Lucknow

05/2015 to 10/2015

Market Handled: Uttar Pradesh, Uttaranchal, Nepal

Product Handled: Landline Phones

- Implemented marketing strategies which resulted in 12% growth of customer base.
- Launched of GSM FWP (Fixed Wireless Phone) with two new models in Cord Less phones which impacts a growth of 15% more percent of Market Share in Landline Division
- New Market Launched in Nepal by appointed two new distributors
- Achieved more than 125% of Targets throughout the period and achieved maximum percentage numbers among all the regions
- Introduced New Line of Business through Procurement of Orders from leading Institutions (Indian railways, IT Kanpur, ALIMCO MNNIT) with an increase of sales by approximate 15%

Marketing Manager, LG Hausys India Limited – Gurugram

03/2011 to 05/2015

Market Handled: Pan India, South Korea

Product Handled: Home Furnishing/Luxury Building Materials

- Planning & presenting budgets for advertising, events & promotions (ATL) which includes finalization & framing of TV, print, Radio, or any special property for the brand, post evaluating & negotiating with all strata of media channels.
- Finalizing In-Serial & In-Film Integrations for brands.
- Managing BTL marketing related to on ground promotions, buses, hoardings, bus shelters, glow sign boards, local trains, Metro's & so on starting from negotiation till implementation of different channels as per brand's salience, growth & opportunity in particular market
- Playing a key role in the sponsorship & finalization of right event for the brand as per its target audience & executing it to the last phase like College fests, Trade fairs & many more
- Increased profit margins by 30% through maximizing new product line introductions.
- Supervised all marketing and planning activities to exceed Windows segment sales and margin goals.
- Increased profit margins by 130 % through maximizing new product introductions in UPVc Windows and HiMacs.
- Orchestrated launch for three new products to expand market share and generate \$ 57 Mn. revenue.
- Tie-up with 6 New Modular Kitchen Manufacturers for Kitchen Tops
- Product Launch of New Category of UPVc Windows resulting 16% increase in Market Share

- Creating a comprehensive social media strategy using through SEO, SEM & other platforms like-Facebook, twitter, Instagram to increase visibility, and traffic.
- Steering efforts in choosing & managing right social media platform for the advertisement of brand, influencer marketing, content publishing, website development and updating, SEO maintenance, Google activations, creating & managing applications, advertising through OTT's.

Asst. Marketing Manager, Mohani Tea Leaves (P) Limited – Kanpur
Market Handled: PAN India

05/2007 to 02/2011

Product Handled: Packaged Tea

- Increased profit margins by 50% through maximizing new product introductions.
- Led market launch of **2 new Brands (Mohani Red for M.P. & Eastern U.P.; Mohani Royal for Jammu & Kashmir)** resulting entry and competitive edge in the respective markets.
- Increased Premium segment Tea sales by 225 % from the year 2008-09 to 2010-11 by developing new packaging, collateral, and sales materials and optimizing target audience reach.
- Assisted in the development of products and services previously unrepresented in the Tea industry to increase shares in new markets by 5%.
- Worked within budget parameters to develop and implement marketing strategies by analyzing key data and consumer demographics, increasing revenue by 50% over a year.
- Drive the launch of the **new premium Tea Brand – Mohani Premium** and rebrand the **regular brand as Mohani Good Time**
- Social media management to promote the brand to reach target audiences
- Support the E Commerce team in delivering greater on line opportunities
- Support the vending team/office suppliers in delivering relevant activations to drive growth
- Track category performance and develop and implement corrective actions in alignment with Operator Marketing
- Prepare monthly reports
- Interact and align with Retail colleagues on marketing initiatives and communications
- Originate and manage approved marketing research including consumer insights, share of voice and market research, exploit findings effectively and manage all public relations events effectively
- Develop the annual budget and plans for the brand and secure approval

Merchandiser, Superhouse Limited – Unnao, U.P
Market Handled: France

06/2006 to 04/2007

Products – Safety & Fashion Shoes

- Responsible to recheck the documentation of each and every activities relating to import and export.
- Manage the inventories record & prepare and submit necessary document relating to import and exports.
- Keep track of invoices and prepare necessary reports.
- Proper filing of correspondence to facilitate Regular follow-up with the Customers
- Responsible for the right shipment documentation, made by the export department.
- To plan the itinerary of the buyer /Inspection Agencies during their visit.

Scholastics

- Master of Business Administration: Marketing & Finance
- Masters of Commerce: Marketing
- Bachelor of Commerce: Commerce

Kanpur University,2006
 Kanpur University,2005
 Kanpur University,2002

Personal Dossier

- Nationality: Indian
- DOB: 14th June 1981
- Holds a Valid Indian Passport
- Marital Status: Unmarried