

Himank Varshney

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PERSONAL STATEMENT:

Marketing Manager with extensive BTL & ATL experience & understanding of the potential customers has a high level of literacy and is able to create engaging communications, which incite action. Exemplary communication and relationship-building skills ensure the ability to network skillfully and build mutually beneficial relationships. Works well under pressure and multitasks in order to achieve goals to tight deadlines.

EMPLOYMENT HISTORY:

Associate Manager-Marketing, Kirloskar Brothers Ltd. (Small Pump Business) **Delhi (06/2020 to Present)**

- Preparing Annual Marketing Calendar & allocating marketing budget for all regions
- Co-ordinate with all sectors and channel Partners in delivering the trade marketing strategy and monitor success/ improvement which can be done.
- Active involvement in planning and execution of van campaigns, kiosk campaigns, GSB/NLB, in shop branding, exhibitions, customer meets, wall painting, outdoor media (OOH), print media, Plumber/Retailer/Dealer/Contractor Meets etc
- Planning & execution for Krishi Vigyan Kendra's (KVK), IFFCO Farmers meetings in villages.
- Planning Merchandising requirement in the respective ROs for all sectors and ensuring availability through Rural & Domestic Channel-Trade, Retail shops, etc.
- Review and track competition's trade marketing activities (ATL, BTL, OOH) and schemes for all the sectors and utilize those inputs in deriving KBL promotional plan in consultation with all sectors.
- Local vendor management
- Supporting Dealer & channel Partners for Virtual presence (Promoting Firm FB Pages & FB Live sessions)

Marketing Manager, Syska Group (LED, Wire & Cable, PCA, Fan, Iron, Accessories) **Delhi (05/2019 to 05/2020)**

- Responsible for Brand & Product Promotional Strategy
- Coordinate with the Marketing Head to get feedback of North India markets and accordingly execute Promotional ATL & BTL activities
- Doing special activities in Store, retail outlets, malls to achieve their targets.
- Spearhead participation in events & exhibitions, dealer engagement programs to facilitate sales growth
- Responsible for executing promotional plans for New Product launch through Marketing Head to give initial boost in the business of the product.
- Vendor Management- Create strong network of Vendors & Monitoring timely execution of Projects. Effective negotiation to get the best possible rates.
- Identification & rollout of Exclusive Brands outlets called "LED Lounges"
- Conduct & collate market research surveys & results
- Attendance & Manage ISPs of the company.

Sr. Marketing Executive, vivo (Mobiles)

Gurugram (06/2016 to 04/2019)

- Holds full responsibility for all ATL and BTL marketing matters
- Full responsibility for managing the company Budget and coordination with Vendors and their payments related issues.
- Maintaining an existing territory & develop better relationship with channel partners.
- To manage the production of marketing Materials and dispatch in their respective states.
- To make strategies in coordination with sales team to maximize the visibility of the Brand
- To make good business relationship with Company distributors and retailers.
- To Maintain and update all the branding materials GSBs, Signage, sun-boards and SIS
- To do monthly analysis of product performance and make strategies for branding to increase the sale
- Maintain & provide branding to vivo Exclusive Stores & Service Centers
- Organize sales meet, dealer meet, promotional events and product launches. Drive communication campaigns

Store Manager, Sai Computel (Electronics Goods MBO)

Moradabad, U.P (11/2011 to 03/2014)

- Maintain whole MBO store and materials
- Deliver sales & business development activities to achieve target.
- Developing & maintaining good relationship with retailers.
- Conducted daily reporting and monitoring of 8 promoters.
- Develop and utilize customer database for phone calls, product launches
- To organize promotional Camps in nearby cities and Villages
- Prepare all marketing literature documents and work with various product managers to generate technical product literature as well as promotional literature.

INTERNSHIP: Raymond Ltd.

“A study of market potential & buying pattern of fabrics in Delhi & U.P West Region”.

PROJECT: Domino's

“To study the impact of tangibility dimension on Service Quality and customer satisfaction”.

EDUCATION:

Currently Pursuing Product & Brand Management Executive Program from IIM Rohtak.

2014-16	MBA	LPU, Punjab	Marketing & Finance	1st Division
2007-11	B.tech	BBDNITM, U.P	Electronics & Comm	1 st Division
2005-06	12 th	UP Board	PCM	1 st Division
2003-04	10 th	UP Board	Science	1 st Division

LANGUAGES KNOWN: English, Hindi

PERSONAL DETAILS:

DOB: 01/07/1989 | **Mother's Name:** Mrs. Sadhana Varshney | **Father's Name:** Mr. Shregopal Varshney | **Gender:** Male | **Hobbies:** To Play Sudoku, Badminton

REFERENCES ON REQUEST

I hereby declare that the information given above is true to the best of my knowledge

PLACE: Delhi

Himank Varshney