



JAIDEEP MISHRA

PROFILE

Well organized, creative, and proven marketing professional. Experience working with and across sales teams and well as vendors and media agencies on creative, strategic, and tactical levels. Significant negotiation experience. Impressive history of planning and executing marketing campaigns.

Proven record in managing Product Launches, Team Management, Ideation of Activity and Key Accounts Management

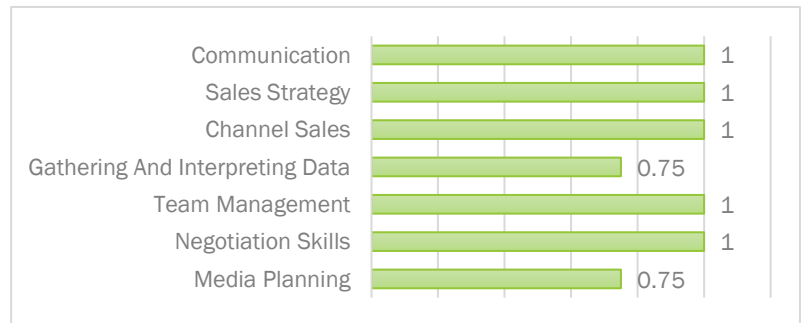
CONTACT

PHONE:
(+91) 888 989 3332

LINKEDIN:
[linkedin.com/in/jaideep-mishra-910b2458/](https://www.linkedin.com/in/jaideep-mishra-910b2458/)

EMAIL:
jdeepmishra@gmail.com

SKILLS



WORK EXPERIENCE

MARCOMM MANAGER

Reliance Jio, Madhya Pradesh & Chhattisgarh

AUGUST 2018–PRESENT

- Work with sales team to craft the messaging and implement strategic positioning in their market
- Assist team with business plan, branding, advertising, remodeling, and marketing
- Over a 1-year period of time, marketing efforts boosted monthly growth rate of 10% in sales
- Based on market analysis, actionable insights and make product recommendations through funnels, long term trends, user segmentation, and more
- Developed new promotional campaign for Jio Apps for increasing the subscribers – My Jio, JioSaavn, Jio TV, Jio Cinema & Jio News
- Ideation and execution of Mobile Gaming event across colleges “Jio Game Battles” for targeting youth segment and creating awareness about Jio Apps

BRANCH MARKETING MANAGER

LG Electronics, Madhya Pradesh

SEP 2017–JULY 2018

- Designed Go To Market(GTM) strategy of generating leads through social media marketing for trade partners
- Led cross-channel initiative to incorporate targeting & conversion. This helped in 10% enquiry increase at store level
- Implementing Inventory Management: strategies to build & maintain stocks of top selling SKUs
- Accountable for all Consumer Durables range of LG Brands: OLED, Sapience, X-Boom, Water Purifier, Insta View, managing a total of 100 SKUs retail
- Managed retail of Rs. 120 Crore and a marketing budget of Rs. 50 Lakh Annually to achieve retail targets and create awareness about brand
- Analyzed the productivity of the Shop Sales Executives and forming the strategy like shuffling, improved training and monitoring which led to highest productivity (4%) in the region
- Organizing and Managing New Product launches, Partners meets, Trade fairs for the branch



- **Territory Manager**
- **E-Commerce Co-Founder**
- **Branch Marketing Manager**
- **Marcomm Manager**

EDUCATION

**PGDM – Marketing & Sales,
Birla Institute of Management &
Technology**

2012-2014
CGPA – 7.12

**Bachelor of Engineering-Computer
Science, CIT, CSVTU Raipur**

2006-2010
Percentage – 72.4%

**12th Standard
DAV Public School**

2005-2006
Percentage- 70.4%

CERTIFICATION

**Google Digital Marketing
Certificate: The Fundamentals of
Digital Marketing- Dec 2018**

**Certification in Digital Marketing
from Simply Digital – Feb 2018**

CO-FOUNDER

Witch Wand, Bangalore, Karnataka

JUNE 2016–SEP 2017

- Developing a web based application for vendors to connect with E-Commerce platforms through APIs
- Represented Witch Wand domestically and internationally in places like South Korea, Hong Kong with the help of respective countries Trade commission
- Performing A/B Testing – Collecting Data, Generating Hypothesis, Creating Variations and Running Experiments
- On boarded 20+ International brands and large format retailers (both online & offline) from markets like USA, UK, Hong Kong, South Korea, Europe & Middle Eastern regions
- Monitoring different metrics of E-Commerce platform and achieving overall growth in business
- Promotion through social media platform and running paid campaigns on Flipkart

Territory Sales Manager

Maruti Suzuki Pvt. Ltd., Raipur, Chhattisgarh

JUNE 2016–SEP 2017

- Directly responsible for Turn over of ~ 600 passenger cars in the assigned territory
- Planning and execution of Monthly and Quarterly Promotional Incentive schemes directed at Trade Partners
- Review of key performance metrics with Trade Partners and designing monthly and quarterly sales plan
- Handling the ATL, BTL marketing activity through Print and Radio campaigns by aligning with Marcomm team
- Played Key role in Network Expansion through Extension Outlets by mapping geography, historical retail data
- Increasing Market share by 1% for the company in that region