



# Jaideep Mishra

## Product Marketing Manager

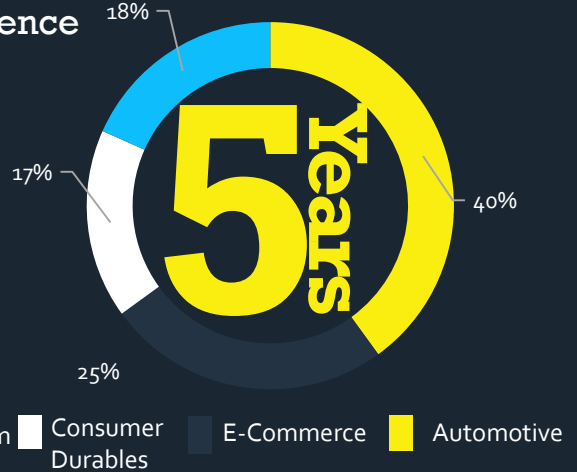
### Short Bio

I wore multiple hats in my career starting from Sales professional to Entrepreneur to Marketing professional.

Being adaptable and with technical background has enabled me to challenge conventional ways of working and developing processes which improved efficiency and performance.

Proven record in managing product launches and ideation of activity that increase brand awareness and sales in both offline and online channels.

### Experience



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### Education

**2012-2014**

**PGDM – Marketing & Sales, Birla Institute of Management & Technology**  
CGPA – 7.12

**2006-2010**

**BE-Computer Science, CIT-CSVТУ Raipur**  
Percentage – 72.4%

**2005-2006**

**DAV Public School**  
Percentage- 70.4%

### Product Marketing Manager | Reliance Jio

August 2018-Present

- 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
- Competition Tracking and providing recommendations for the current offerings after analysis
- Exploring data to find actionable insights and make product recommendations through funnels, long-term trends, user segmentation, and more
- Performed basic market research of other products to create benchmark indices of products
- Worked with design team to build easy to use products and collecting feedback from stakeholders and end users

### Branch Marketing Manager | LG Electronics | MP

Sep 2017-July 2018

- Designed Go To Market 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

### 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

June 2016-Sep 2017

- Developing a web based application for vendors to connect with E-Commerce platforms through APIs through technical team
- 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

### Skills

**Channel Sales**  
**Product Marketing**  
*Marketing ATL BTL*  
**Team Management**  
**Business Development**

Brand Management

### Territory Sales Manager | Maruti Suzuki | Chhattisgarh

May 2014-May 2016

- Directly responsible for wholesale and retail sales 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