



Bhavik Shah

Marketing-Branding
Executive

Contact

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Skills

Marketing plan
development



Very Good

Analytics



Very Good

Marketing-Branding Executive skilled in creating and implementing marketing strategies, increasing brand awareness and developing customer-centric communications initiatives. Proven successful at marketing and working closely to manage marketing projects and realize profitable outcomes. Expert in strategizing company growth and monitoring new business technologies and markets closely.

Work History

2022-05-
Till Date

Marketing-Branding Executive

KP Group- KPI Green Energy Limited, Surat, Gujarat

- Monitoring and analyzing a brand and competitors performance to identify Strengths, Weaknesses, Opportunities and Threats.
- Developing annual brand plans in partnership with the sales and insight teams, leading cross-functional innovation teams.
- Monitor effectiveness of programmes and review effectiveness of brand campaigns.
- Strong strategic thinking and excellent communication skills enabling you to work across, and engage with, internal and external teams.
- Plan, execute & manage the ATL, BTL, Event, Exhibition activities for the brands of the company
- Supervising advertising and other forms of marketing to maintain consistency in branding
- Coordinate with external agencies for execution of various activities as per annual calendar
- Manage Content Marketing, Web site of the company in coordination with the agency & management.
- Participate in the brand development strategies and Prepare presentation for management for discussion.

Persuasive



Excellent

Creative and innovative



Excellent

Strong time management



Excellent

Performance motivation



Very Good

Problem-Solving



Very Good

Languages

English



Very Good

Hindi



Very Good

Gujarati



Very Good

Software

CRM Microsoft Dynamics 365



Excellent

Dynamics Navision



Very Good

2020-12 -

2022-05

Marketing-Branding Executive

Magicrete Building Solutions Pvt. Ltd., Surat, Gujarat

- Boosted brand awareness and generated leads while managing internal and external marketing campaigns and programs.
- Identified target audiences and devised campaigns to match target demographics and optimize results.
- Managed relationships with key industry partners and implemented promotional initiatives to maximize marketing program performance.
- Worked with vendors to complete projects according to schedule and specifications i.e. printing, dealer signboard & promotional material of the project, corporate gifting
- Supported marketing teams, creating, deploying and optimizing campaigns for Magicrete clients.
- Maintained reporting and developed actionable insights to continually improve branding efforts.
- Managed workflow between staff, coordinating documents, planning and creative material distribution.
- Planning, organization and execution of region marketing events, loyalty programs

2020-05 -

2020-12

Corporate Marketing Executive

Sunrise Corporation, Surat, Gujarat

- Established positive and ongoing business relationships.
- Leveraged industry trends and competitive analysis to improve customer relationship building.
- Established, initiated and optimized business development strategies based on company targets, product specifications, market data and budget factors.
- Evaluated consumer preferences and behaviors, combined with market trends and historical data, to adjust and enhance campaigns.

2018-09 -
2020-02

Trainee Production Engineer

Deepak Nitrite Limited, Vadodara, Gujarat

- Communicated with other team members to enhance process and performance.
- Performed root cause analysis and implemented corrective actions.
- Analyzed product and process and provided actionable solutions including changes to processes, products or quality standards where warranted.
- Implemented oxidation-absorption process improvements to increase yields, improve quality and reduce downtime.
- Decreased in-house production issues by establishing and coordinating sub-contracting and outsourcing requirements and processes.

Education

2021-07 –
Current

Master of Business Administration: Marketing Management

*Dr. D.Y. Patil Vidyapeeth- Center For Online Learning
Pune, Maharashtra*

2014-06 -
2018-05

Bachelor of Engineering: Chemical Engineering

*Faculty of Engineering Technology And Research -
Surat, Gujarat*

2012-06 -
2014-05

Higher Secondary School Certificate (HSC): Science

Ram Krishna Vidhya Bhavan - Surat, Gujarat

2011-06 -
2012-05

Secondary School Certificate (SSC): General

Ram Krishna Vidhya Bhavan - Surat, Gujarat

Interests

Playing strategic mind games
Reading, Listening music

Certifications

- | | |
|---------|---|
| 2022-03 | Completion of Introduction to Project Management from University of Adelaide |
| 2022-03 | Completion of Fundamentals of Digital Marketing from University system of Maryland |
| 2022-03 | Successfully completed Exercising Leadership: Foundational Principles from Harvard University |

Achievements

- Spot recognition award winner June-2021 at Magicrete Building Solutions Pvt. Ltd.
- Awarded for best dance present at winter sport festival January 2021 at Magicrete Building Solutions Pvt. Ltd.

Accomplishments

- Successfully completed industrial training at ONGC, Hazira from May 2017 to June 2017

Additional Information

I hereby declare that the above mentioned information is true according to my knowledge.