

# TARUN SINGH CHAUHAN

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Aspiring for career in Marketing for an organization that provides ample opportunities and challenges to learn, innovate and contribute to the growth of the company.

## CAREER SNAPSHOT

Professional with 7 years of experience in new age companies and MNC's. Worked across Ecommerce, F&B industry & FMCG start up. Juggles between different roles Brand activation specialist for FMCG domain, 360 degree media strategy , planning and execution , brand management , digital marketing , revenue and growth lead, Alliances business , new product development . Currently working with a FMCG start-up consumer brand Licious as marketing and revenue lead. Launched Licious in 3 cities. Added revenue channels, opened offline flag ship stores and e- commerce market places (Swiggy, Amazon and Dunzo). Scaled revenue from 20 lacs to 25 crore in last 7 months. Launched new categories like seafood,spreads, cold cuts, and eggs.

## JOB PROFILE

**Organisation :** Delightful Gourmet Pvt. Ltd  
(Licious)

**Duration :** Jan'2020 – Present

**Department :** Marketing

**Job Profile :** Marketing Lead

### Key Responsibilites :-

- Revenue and growth from own platforms [www.licious.in].
- E-commerce revenue growth Amazon, Swiggy , Dunzo.
- Revenue from Offline Licious flagship store.
- G-T-M strategies - New city launches.
- Media planning: ATL , BTL & TTL.
- Brand management | Marketing | Customer engagement | Consumer activation Demand.
- Generation | Consumer experience | Alliances (BB & Amazon Now).
- Digital & Social - Communication & creative strategy.
- Product lifecycle management – Innovation.
- Range & category expansion planning.
- Coordination with Creative & content team.
- Agency management - Creative, Activation, Content.
- Handled media buying and performance marketing across Facebook, Tik Tok & DV 360.
- App analytics and technical expertise with 3rd party platforms like Clevertap & Branch.
- Managed CRM activities to improve new customer acquisitions and retention.
- Improved the CPI by 75% and CAC by 50% in a years' time with 3x scale in volume by making strategical changes.
- Data Analysis for Performance improvement.
- Managing Data and reportings of campaigns.
- Account Strategy and Execution for All Paid campaigns (Google, YouTube, Twitter, Facebook & Insta).
- Product Photography.

**Organisation :** Doorstep Retails Solution Pvt  
Ltd (Milkbasket)

**Duration :** Oct'2018 – Jan'2020

**Department :** Marketing

**Job Profile :** City Marketing Manager

**Key Responsibilities :-**

- New city launch.
- Market research of New City.
- Developing vendors For ATL & BTL marketing.
- Branding & Promotions in different markets.
- Society activation for promotion and branding.
- Rate contract and price negotiation with vendors.
- Customer interaction and their feedback.
- Recce of new market.
- Recce of high-rise societies.
- Cross functional department interaction regarding product and service.
- Society based sampling and welcome bag based sampling.
- Customer acquisition, driving sale, planning events.

**Organisation :** Jubilant Foodworks Pvt. Ltd

**Duration :** July'2016 – Oct' 2018

**Job Profile :** Senior Marketing Executive

**Key Responsibilities :-**

- Rollout of new product / service features as per the aligned marketing calendar
- Support NPD team on communication development for store / market trials.
- National launch planning and tracking business KPI's
- Achieve budgeted Orders and Avg ticket Size
- Coordination with new product launch team for successful launch of the product
- Managing Creative agency to deliver high quality creative output to the briefs
- Create internal campaign idea for launches, involving operations and training teams.
- Responsible for building Brand Connect and Excitement
- Understanding of specific Ops team requirement and delivering the same in agreed time

**Organisation :** Monotech Engineers Pvt. Ltd.

**Duration :** May'2014 – June 2016

**Department :** Marketing

**Job Profile :** Mechanical Engineer (Marketing)

**Key Responsibilities :-**

- Fetching tender document of EOT cranes, shearing machine & press brake machine.
- Detail engineering, preparation of technical specifications and tender documents, review of contractors designs & specifications, RFI submissions.
- Detail estimation and preparation of techno-commercial offers.
- Discussion and negotiations with clients regarding techno-commercial matters.
- Discussion for design of EOT crane, shearing machine & plate rolling machine including mechanism and structural calculation, Preparation of PO, WO , MTO, BOM,BOQ.
- Discussion with production team and maintaining labour ratio per job work.
- Preparation of design & drawing documents, calculation sheet , BG , warranty certificate etc for clientapproval.
  
- Discussion with client for inspection schedule, erection & commissioning schedule, MOM & paymentschedule.
- Coordination with site engineers, erection & commissioningteam.
- Associated with the departmental activities in technical matters and inter-departmental co-ordination.

## TECHNICAL SKILLS

- SAP
- Metabase
- Tableau
- Clevertap
- Power BI
- Qlik
- Excel

## TRAINING

- Training in **ESCORTS AGRI PRODUCT LIMITED** for a month as a part of engineering curriculum – learnt assembling ,packaging ,manufacturing & delivery of engine.
- Under gone one month training in M.P.P.G.C.L Thermal Power Plant, learnt how power generated using high pressure steam, Turbine maintenance, Fly ash disposal, functioning of coal handling unit.

## ACHIEVEMENTS

- Selected as a super performer in category team in year 2021.
- Selected as a best city marketing manager in Milk basket and got chance to meet Actress Jacqueline Fernandez.
- Selected as campus ambassador for CETPHA INFOTECH PVT. LTD. in my college SUNDERDEEP GROUP OF INSTITUTION.
- Organize an event MECH CHAKRA 2.0 in SUNDERDEEP GROUP OF INSTITUTION.
- Selected three times as school boy/commander.
- Represented my school three times on 26<sup>th</sup> January by holding national emblem in district parade.

## ACADEMIC FORTE

- 2017** PGDIB from Symbiosis University, Pune.  
**2014** B.Tech from Uttar Pradesh Technical University, Lucknow.  
**2009** Higher secondary from Rajasthan Board, Ajmer.  
**2007** High school from Madhya Pradesh Board, Bhopal.

## HOBBIES

- Reading books related to management, motivation & leadership skills.
- Practicing yoga & Doing workout.
- Meeting new people.

## PERSONAL SNIPPETS

**Date of Birth** : 20<sup>th</sup> Oct' 1991  
**Father's Name** : Mr. Pramod Chauhan  
**Marital Status** : Married  
**Address** : Delhi, 110009