**Ankit Srivastava**

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***KEY EXPERTISE***

*⓪ Strategic Marketing ⓪ Data analysis ⓪ Budgeting ⓪ ATL & BTL ⓪ Competitor analysis ⓪ Market Research*

*⓪ Competitive Intelligence ⓪ Brand Development ⓪ International Marketing ⓪ Brand marketing*

***PROFESSIONAL SUMMARY***

*Experienced and Energetic Marketing Manager with over Thirteen years of experience effectively managing marketing projects from conception to completion, adept in monitoring and reporting marketing objectives, to maintain necessary internal communications within the company. Pragmatic and result oriented*.

***CAREER CHRONOLOGY***

**Manager Marketing, Khadi Organique – New Delhi** **since** **11/2015**

**Territory Handled**: India and Middle East **Product –** Personal and Skin Care

* + - BTL plans & executions for the brand visibility of All Product Lines.
    - Managing the **advertising budget of Rs. 10 Crore** with new trend of product positioning, visibility & new market
    - Facilitates sales through Modern Sales Format by opening of 15 exclusive retail stores within 12 cities in India.
    - Helps in Launching of new product lines of **Loofah Soap and Herbal Hair Serum** through thorough market research resulting 15 % increase in revenue
    - Achieved 100% ROI throughout
    - Co-ordinate with the Management & the Agency for the TV Commercials. Handled Rs.10 Crore budget for Marketing activities and first time made a proper Branding set up with defined KRAs of team.
    - Developed and launched integrated, multi-channel print, Electronic, and BTL marketing activities that propelled sales around 40% in comparison of last year figures.
    - Collect data on consumers, competitors and market place and consolidate information into actionable items, reports and presentations
    - Understand business objectives and design surveys to discover prospective customers’ preferences
    - Compile and analyze statistical data using modern and traditional methods to collect it
    - Perform valid and reliable market research SWOT analysis
    - Interpret data, formulate reports and make recommendations
    - Use online market research and catalogue findings to databases
    - Provide competitive analysis on various companies’ market offerings, identify market trends, pricing/business models, sales and methods of operation
    - Evaluate program methodology and key data to ensure that data on the releases are accurate and the angle of the release is correct
    - Remain fully informed on market trends, other parties researches and implement best practices
    - **Develop New Market in UAE .**

**Area Business Head**, **Beetel Teletech Limited –** Lucknow, U.P. **05/2015 to 10/2015**

Market Handled – **U.P., Uttarakhand and Nepal Products –** Landline Phones

* + - Implemented marketing strategies which resulted in 12% growth of customer base.
    - Launched of GSM FWP (Fixed Wireless Phone) with two new models in Cord Less phones which impacts a growth of 15% more percent of Market Share in Landline Division
    - New Market Launched in Nepal by appointed two new distributors
    - Achieved more than 125% of Targets throughout the period and achieved maximum percentage numbers among all the regions
    - Introduced New Line of Business through Procurement of Orders from leading Institutions (Indian railways, IT Kanpur, ALIMCO MNNIT) with an increase of sales by approximate 15%
    - Managed design of dynamic widgets focused on U.P. & Uttarakhand.
    - Initiated two key partnerships which resulted in 54% revenue growth.

**Assistant Manager Marketing, Mohani Tea Leaves –** Kanpur, U.P **05/2007 to 05/2015**

**Market Handled:** India, Middle East and Sri Lanka **Product –** Tea, Tea Vending Machines

* + - Increased profit margins by 50% through maximizing new product introductions.
    - Led market launch of 2 new Brands (Mohani Red for M.P. & Eastern U.P.; Mohani Royal for Jammu & Kashmir) resulting entry and competitive edge in the respective markets.
    - Increased Premium segment Tea sales and exposure by developing new packaging, collateral, and sales materials and optimizing target audience reach.
    - Assisted in the development of products and services previously unrepresented in the Tea industry to increase shares in new markets by 5%.
    - Worked within budget parameters to develop and implement marketing strategies by analyzing key data and consumer demographics, increasing revenue by 50% over a year.
    - Worked and Systematized a Proper MIS to facilitate Trend Analysis and Segmented sales reports to control the cost and plan volume vise sales.
    - Developed and launched integrated, multi-channel print, Electronic, and BTL marketing campaigns that propelled sales around 40% in comparison of last year figures.

**Merchandiser, Superhouse Limited –** Kanpur, U.P **06/2006 to 04/2007**

**Market Handled: France, Middle East and Germany Products –** Safety &Fashion Shoes

* + - Conceptualized and launched Riding Boots in France, with emphasis on customer preferences and international trends.
    - Introduced Riding Boots at Spoga Fare in Germany to European Customer base.
    - Responsible to recheck the documentation of each and every activities relating to import and export.
    - Manage the inventories record & prepare and submit necessary document relating to import and exports.
    - Keep track of invoices and prepare necessary reports.
    - Proper filing of correspondence to facilitate Regular follow-up with the Customers
    - Responsible for the right shipment documentation, made by the export department.
    - To plan the itinerary of the buyer /Inspection Agencies during their visit.

***Scholastics***

* + - Master of Business Administration: Marketing & Finance Kanpur University, 2006
    - Masters of Commerce: Marketing Kanpur University, 2005
    - Bachelor of Commerce: Commerce Kanpur University, 2002

***PERSONAL DETAILS***

* + - **Nationality**: Indian
    - **DOB**: 14th June 1981
    - **Holds a Valid Indian Passport (Passport No: K3435793)**
    - **Marital Status**: Unmarried
    - **Countries Travelled**: PAN India, Nepal, UAE