



PRASHANT SHARMA

Regional Head Marketing

Senior Marketing Strategist, experience in synergizing business, marketing & blend of knowledge in working towards building brands, targeting leadership assignments in **Marketing & Brand Management** with an organization of high repute for mutual growth

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PROFILE SUMMARY

- ❖ **A visionary professional** offering **over 21 years** of experience in **Marketing & Brand Management**
- ❖ Strategic re-positioning of brand Radio City to complement and leverage reputation of the brand equity in the market through strategic messaging to agencies, investors, consumers and clients
- ❖ Directed challenging assignments of launching & improving strategic positioning of largest & most profitable brands; spearheaded series of 3 **mega international award show in Dubai and Abu Dhabi** and a 14-city musical concert, which resulted in an increased revenue of Rs.9 crores and Rs.12 crores, respectively
- ❖ Developed **high quality business strategies & plans** ensuring their alignment with short-term and long-term objectives
- ❖ Delivered **strategic inputs** for launching new products & services and worked closely with team for right pricing, product and ensured efficient marketing strategy was implemented
- ❖ Applied **innovative & customized marketing strategies** to increase customer acquisition, penetration & revenue; **led and optimized 50+ product/project marketing campaigns** across all online and offline marketing channels
- ❖ In-depth understanding of **developing new products**, loyalty initiatives based on available consumer insights and latest technology available; reduced **administrative costs by 15%** for each event while negotiating rates with vendors to ensure excellence in service quality
- ❖ Developed winning **comprehensive marketing** plans that included complete campaign planning across media, directing communication strategy (concepts & research) and creative content development process
- ❖ **Recognized as a brand change agent, persistent innovator and team motivator** who has championed some of the most successful branding strategies and product launch campaigns
- ❖ **Strong management skills**, capable of **leading & motivating** individuals to maximize levels of productivity; a knack for motivating the team for exceeding customer expectations in the delivery of committed services

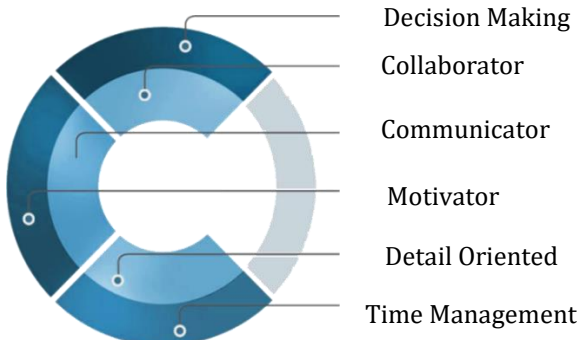


CORE COMPETENCIES

- Marketing Strategy & Execution
- Market Intelligence / Brand Positioning & Brand Recall
- Content Marketing
- ATL, BTL & Digital Campaigns
- Go-to-Market Strategies
- Social Media & Influencer Marketing
- Marketing Planning & Budgeting
- Team Building & Leadership
- Client Relationship Management



SOFT SKILLS



EDUCATION



PG Certification in Digital Marketing & Communication from MICA (Upgrad) in **2019**



MBA (Marketing) from IPER, Barkatullah University, Bhopal in **2002**



BBA from Institute of Management, Pt. R.S.S. University, Raipur in **2000**

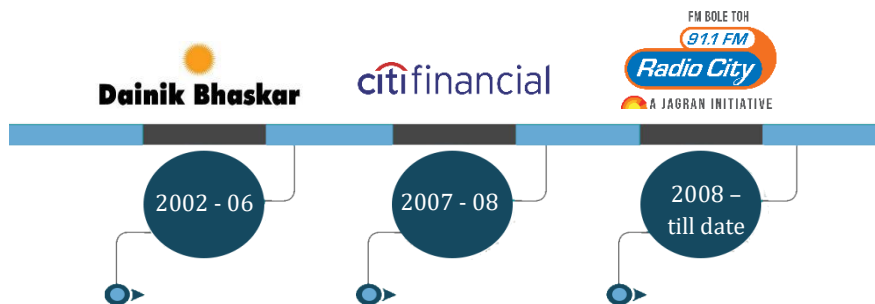


SEMINAR/ CERTIFICATIONS

- ❖ Building Powerful & Profitable Brands by Prof Kevin Lane Keller
- ❖ Brand Wealth Seminar - a 3-day seminar by Cogito Consultancy at WE School
- ❖ Connecting Customers and Brands – A Workshop by Prof. Nirmal Gupta (IIMA)
- ❖ HubSpot Academy – Inbound Marketing certificate



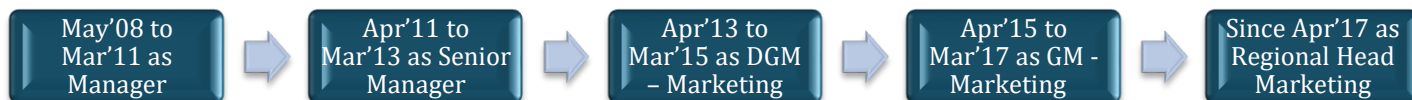
CAREER TIMELINE



WORK EXPERIENCE

Since May'08 with Radio City, Mumbai

Growth Path:



Key Result Areas:

- ❖ **Content Marketing** – Designing content strategy basis consumer insights. Distribution and sampling of our content across platforms like HubHopper, JioSaavn, Awaaz, Khabri and more.
- ❖ **Influencer Marketing:** Utilizing understanding of buying motivators & influences to work with content team to create unique and differentiated marketing and advertising solutions designed to expand customer base and increase revenue; working with over 10,000 influencer database
- ❖ **Marketing Operations:** Managing marketing activations with emphasis on championing the brand awareness and expanding the customer base for Radio City and our clients.
- ❖ **Marketing Communication:** Conceiving and implementing integrated marketing communication plans that maintained brand consistency, maximized effectiveness, met measurable objectives and executed customer relationship management strategy; producing precision-targeted marketing communications backed by accurate, timely internal reporting and analysis
- ❖ **Market Research & Analysis:** Using consumer research and business analysis to understand the competition, channel dynamics, consumer segmentation and positioning, product segmentation and sales performance
- ❖ **Creative Disruption:** Conceptualized Radio's first stand-up comedy show Joke Studio with Kishore, the IP has 500+ episodes on YT with Millions of views and is also extended offline
- ❖ **Driving Go to Market Strategies:** Rolling out of marketing activation tied to overall business plan; aligning internal parties across category teams, brand, product, sales and other cross-functional partners
- ❖ **Brand Management:** Building strategy to build the brand's equity further by maximizing the impact on sales of ongoing business by optimizing merchandising, promotions, messaging and special events

Highlights:

- ❖ **Created IPs for Radio City** – Radio City Suna Kya, Radio City Joke Studio, Garba Premier League, City ki Holi, Patang Party, City Cha Bappa, Kismat Ki Ghanti, and more
- ❖ Planned and executed **MICE, live concerts, award show** and activations



PREVIOUS EXPERIENCE

Jan'07 to May'08 with Citi Financial, Ahmedabad as Asst. Manager – Marketing

Highlights:

- ❖ Achieved 3.54% penetration for reference channel MGM against a target of 1%
- ❖ Contributed significantly to planning, management, and negotiating skills by successfully controlling spending within 10% of the provided budget
- ❖ Recognized for consistently exceeding lead and login targets by 110% via events/promotional activities
- ❖ Organized many firsts for 'CitiFinancial Gujarat' – like Customer Appreciation Day, film festival, kitty parties, and more
- ❖ Attained the highest conversation ratio of 30% nationally of leads v/s. login through marketing activities

Oct'02 to Dec'06 with Bhaskar Group of Publication, Ahmedabad as Deputy Manager – Branding & Promotions

Growth Path:



Highlights:

- ❖ **Disruption Innovation:** Conceptualized, proposed & executed an acid test to understand brand awareness & client acceptability through 'Bhaskar Maximum Readership Challenge', as a result Bhaskar increased its ER by 50% with client acceptance
- ❖ Worked as a major member in the introduction of numerous products, including the School Bhaskar Newspaper for schoolkids, and contributed to content planning, page design, and networking for promotional campaigns
- ❖ Completed a unique brand exposure campaign in 1000 Ahmedabad societies, resulting in enhanced brand recall
- ❖ Spearheaded client-led activations for companies such as HLL (Lux Body Wash) Wheel, Ten Sports, and Whirlpool, HUL campaign resulted in 15% increase in its customer base.
- ❖ Played a key role in revenue-led activations from 2003 to 2006 and initiated brand activation as a potential alternate source of revenue-generating



PERSONAL DETAILS

Date of Birth: 30th January 1976

Languages Known: English, Hindi, and Gujarati

Address: Mumbai – 400059, Maharashtra