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## Marketing and Media Professional ~ Brand Management ~ Budgeting ~ Communication

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Results oriented, highly innovative and successful with **15+ years' rich experience** in media, marketing and communications, brand management, building relationships with key decision makers, seizing control of critical problems in the marketing segment and delivering on organizational commitments; major experience across all facets of branding, developing media plans and budgets, conducting brand re-launch including packaging redesign, website redesign and managing public relations campaign to create excitement. A keen planner, strategist, and implementer with expertise in the creation and presentation of annual sales plans to the sales force and senior management and achieving desired objectives and organizational growth. Proven expertise in acting and managing the key deliverables as the spokesperson, designing, administering and analyzing marketing research study and managing widely-divergent, simultaneously occurring projects within agreed cost/time lines. Successfully integrate media skills, solid management, marketing and communications management, personnel leadership, and expertise in pursuit of bottom-line goals and objective. Meticulous approach with super planning, team management & Presentation skills. Excellent man-management, time management, and leadership skills.

### PROFESSIONAL VALUE OFFERED

Media Planning	Budgeting	Marketing Management	Branding
Packaging Redesign	Website Redesign	Public Relations	Annual Sales Planning
Communication	Product Launch	Visual Brand Identity	New Product Launch
Coordination and Control	Tracking system	Team Dynamics	Pioneer and Implementer

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### CAREER PROGRESSION

#### Brand Manager

- Completely managed the recruitments to assist the development and implementation of the brand management process for the organization.
- Accountable for developing the forecasting models, P&L tracking and pricing structures for marketing management.
- Engaged in managing the external relationships with the advertising agency, public relations agency and promotional agency.
- Conscientiously carried out the strategic marketing planning, profitability and new product development for top 50 Italian wines as well as five other imported wine brands totaling to over 1 million cases.
- Liable for the authenticity of the brand message, ensured that the message is consistent throughout the three tier distribution system and creates excitement through the execution of marketing plan resulting in over 30% enhancement in profitability.
- Judiciously developed channel relevant strategies to grow brands in the on-premise, off-premise, chain and club store environments resulting in double-digit growth on key brands.
- Crafted a market specific program for a troubled region that increased sales by 70% during the intervention period.
- Served as the mentor and advocate for the brand coordinator who had been promoted to the position of Brand Manager.

#### Marketing Consultant

- Shouldered the responsibility of managing end to end marketing oriented material production including the matter that goes out to print and work with the IT department to finally get the content loaded on the company website and company intranet as the Corporate marketing department was small.
- Served as the Project Manager for a government contract coordinating the work of 8 staff members in three states to produce an analysis influencing the recommendation of the Insurance Commissioner.
- Efficiently designed, administered, and analyzed a marketing research study incorporating telephone survey, mail survey, in-person interview and Internet methodologies to determine the relevance and best practices of healthcare foundations.
- Prudently managed financial and human resources to budget, ensuring profitability and on time completion of project.
- Instrumental in providing data and key worth mentioning points for company owner to communicate while testifying before the insurance commission and state legislature on the impact of going public for the insurance companies in the state of Maryland.

#### Assistant Marketing Manager-

- Pioneered the new product launch program including PR, consumer promotions, sponsorships, sampling, advertising and Internet to drive trial and awareness.
- Effectively acted as the spokesperson for the brand during product launch communicating key features and benefits to media.

- Developed the visual brand identity and ensured consistency throughout consumer touch points: packaging, sales materials, premiums, coupons, and advertising.
- Designed tracking system to measure effectiveness of launch.
- Used sponsorship with PGA TOUR and US Ski and Snowboard team to leverage product image.
- Led advertising agency in creating targeted print execution for an image driven campaign.
- Identified sizable new product opportunities representing 20% of brand sales.

**Assistant Marketing Manager-** [REDACTED]

- Cautiously analyzed Spectra data to provide Winn-Dixie with consumer insights, enabling them to transition smoothly to a centralized buying system while maintaining a regional consumer focus.
- Deftly identified opportunity to increase Yoplait distribution at Harris Teeter account.
- Developed and pitched category review to corporate buyer resulting in 50% increase in items carried.

**Assistant Marketing Manager,** [REDACTED]

- Proactively led a cross-functional team in developing a pipeline of new products that built on the Yoplait equity and enhance the brand image.
- Build the core business model to ensure profitability of new products
- Managed idea generation, consumer testing and product development process.

**Assistant Marketing Manager,** [REDACTED]

- Created brand strategies and led team through execution of the marketing plan resulting in 24% volume growth.
- Duly managed and maintained relationship with DDB Needham and Saatchi & Saatchi regarding positioning objectives, copy development, media targets, budgets, and timelines.
- Prudently managed a \$35 million Consumer Budget that encompassed television, print, sampling, promotions, and trade.
- Instrumental in expanding Yoplait's cause marketing effort, Race for the Cure, nationally.
- Developed Yoplait's first national television campaign for Hispanic consumers making Yoplait the number one yogurt in Hispanic households.

**Marketing Intern- Personal Products Company,** [REDACTED]

- Developed and implemented a new marketing strategy (targeting medical professionals) resulting in increased trial among consumers.
- Duly researched and presented the competitive analysis for the Annual Business Review.
- Managed the design and execution of an in-pack coupon to communicate new product features.

**2<sup>nd</sup> Vice President- Employee Development,** [REDACTED]

- Cautiously planned and executed events for the senior management.
- Designed and managed a Mentoring Program contributing to improved retention rates for targeted audience.
- Developed and executed Diversity Initiatives for 12,000 employees in Regional Banking Division.
- Presented and received approval from the Vice-Chairman of the corporation for implementation of new selection, development, and compensation systems.

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**EDUCATION**

- Masters Degree in Business Administration with majors in Marketing from School of Business Administration, [REDACTED]
- Bachelor of Science with majors in International Business and Finance and concentration in Communications [REDACTED]

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Languages Known: English

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**References and Verifying Documentation Furnished upon Request**