

***AKSHAT***

***Marketing and Operations Professional having 7+ years of experience in the UAE***

*(Certified Digital Marketer, MBA Professional)*

***EXECUTIVE SUMMARY***

Multi-faceted marketing and operations professional with advanced analytical, reasoning and problem solving skills. Proven track record in product development, planning and execution of marketing strategies. Demonstrated expertise in planning of marketing activities such as ATL, BTL, Social Media Marketing, Brand Activations, etc. Channel development for East-African and UAE markets.

***KEY RESPONSIBILITIES***

* **Planned and Executed launch events of NOKIA mobile phones** - NOKIA 205, NOKIA LUMIA 925,NOKIA 105 Dual-SIM etc.
* Managed **Group Marketing Activities** for East African Region including **Sales Team of 300** **members** remotely from Dubai (Kenya, Uganda and Tanzania)
* Supervised and Executed the **product launches and brand promotions for Nokia and Samsung** (Mobility and CE)
* Managed **Logistics for our FMCG Milk Brand - LATO MILK**, from Uganda to UAE to Other African Countries
* **Procured and Imported** - Private Labeled Variety of Rice from India to UAE, Labels Assessment,Product Registration, Inspections with **Dubai Municipality** etc.
* Closely worked with the director of the company for **strategic planning and execution of the Golf** **Events,** Theme Nights, Yacht Parties etc.
* Coordinated with internal designing team for **designing artworks** for Posters, Brochures, Flyers, Stage Backdrops and LED back lids, Exhibition Stand Designs etc.
* **Planned and Executed BTL marketing plans and BTL procurement** in most effective price andquality for the group
* Conducted coordination between finance, operations, production and marketing teams
* Developed a strategic campaign plan of action to ensure **cost effectiveness**
* Collaborated with external agencies for **Stand Designing** followed by exhibition contractors for **Stand Buildings** at Various Exhibition Requirements for Events in UAE
* Developed and Executed the trade and **BTL marketing strategy** of the brand to achieve defined business objectives (KPIs)
* Identified and negotiated with the **BTL POSM vendors to ensure quality and timely delivery** of in-shop branding tools and materials.
* Tracked and reported POS trend, store coverage, in-store coverage and **promotion performance** etc.
* Analyzed brand sell through channel results and provided recommendations to increase the sales interaction with internal and external stakeholders by ensuring defined guidelines
* Coordinated with the **Digital Marketing Agencies** to ensure Trade Marketing and BTL Promotion Activities
* Proficient with **Social Media Marketing** including Email-Marketing and SMS Marketing etc.



***ACHIEVEMENTS***

* Appreciated by company’s MD after successful launch events of NOKIA mobile phones
* Promoted as Marketing and Operational Assistant in one and a half year basis extraordinary performance
* Developed Sales Tracking Application for 300 sales staff of East African Sales team (Midcom Tracker)
* Appointed as single point of contact for Fero Mobile Product Development department in the company

***PROJECT AND EVENTS***

* **MIDCOM TRACKER** - (**Application Developed for Sales Team)**

An application was designed to track daily sales staff activity happening in East Africa (Kenya, Uganda and Tanzania) from U.A.E. It was helpful in taking online orders as well. This led to **increase in the efficiency of the sales staff by 60% and 30% increase in total revenue of the company from East African Countries**

* **FERO Brand Mobile Phone -(Product Development Including Procurement)**

Introduced 15 different models mainly ULCH models ranging from $15 to $150 catering African population.

* **LIVE Concert** - Famous Singer Shri Lata Mangeshkar, Shreya Ghoshal, Sonu Nigam, Arijit Singh andAnkit Tiwari

Managed light-sound, floor arrangements, F&B, invites, sponsorship etc. solely at Atlantis hotel, WTC and other major venues in Dubai. This concert was a huge success to the company and was highly appreciated by the management.

* **EXHIBITIONS**

**Gulf Food Exhibition** - Booked exhibitor space, designed the stand, negotiated with the vendor,hired merchandisers and ensure to keep demo stocks for FREE distribution.

* **OTHER EXHIBITIONS** held for MIDCOM Group Subsidiaries LATO Milk, Onesto General TradingFZE, MIDCOM group

***DIGITAL MARKETER CERTIFICATION - 2018***

* Google Adwords/ PPC Campaigns
* Google Analytics
* Social Media Campaigns
* Facebook and Instagram Posts
* SMS and Email marketing
* B-logging and V-logging

|  |  |  |
| --- | --- | --- |
|  | ***ORGANISATIONS*** |  |
|  | ***Dubai, UAE (Sept 2016 - Present)*** |  |
|  | Marketing and Operations Assistant |  |
|  | ***Promo Events and Exhibitions DWC LLC,*** |  |
|  | Dubai, UAE (April 2016 - August 2016) |  |
|  | Marketing Co-ordinator |  |
|  | ***Midcom Group, Dubai, UAE (May 2013 - March 2016)*** |  |
|  | Marketing Assistant |  |
|  | ***EDUCATION*** | ***SKILLS*** |
|  | ***MBA (Dual Specialization)*** | ***MS Office*** |
|  | Marketing and Finance | *Digital Marketing* |
|  | JK Business School, Gurugram, India | ***Project Management*** |
|  | August 2011- April 2013 | *Marketing Management* |
|  | ***BBA*** | ***Strategic Management*** |
|  | Invertis University, Bareilly, India | *Event Management* |
|  | August 2008- April 2011 | ***Stakeholder Management*** |
|  | ***Intermediate*** | *Time Management* |
|  | Sprindale College, CBSE, | ***Problem Solving*** |
|  | Delhi, 2008 | *Import and Export Knowledge* |
|  | ***LANGUAGES*** | ***TEAM WORK*** |
|  | *ENGLISH:- FULL PROFESSIONAL PROFIENCY* | *Leadership* |



* *HINDI:- FULL PROFESSIONAL PROFIENCY*

Personal Contact : akshat-256901@2freemail.com

Reference : Mr. Anup P Bhatia, HR Consultant, Gulfjobseeker.com 0504973598

I am available for an interview online through this Zoom Link <https://zoom.us/j/4532401292?pwd=SUlYVEdSeEpGaWN6ZndUaGEzK0FjUT09>