MANJUSHA

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**Personal Attributes:**

* High personal integrity, result oriented and logical approach to achieve the task with due diligence.
* Confident, able to motivate and communicate to different functions with a positive approach to achieve business performance.
* Strong analytical ability

**Work Experience**: 12+ years of experience

* **4 year experience with Kalpataru Limited, Mumbai, India, as Manager-Market Research from Sep 2014 till July 2018**
* Led the research for consumer and market understanding across Mumbai, Pune & Hyderabad.
* Significantly contributed towards setting up the Research vertical.
* Valuable contributions with actionable business points through consumer insights from Primary & Secondary researches.
* Responsible for Market Intelligence reports & data analytics.
* Market & TG Understanding for New Market entry.
* A study on NRI market understanding and strategy development with marketing plans.
* Active involvement in development of NRI microsite and Digital media plans during the launch of Immensa (A Project in Thane). Competition site Analysis & recommendations.
* Enhancement of consumer site visit experiences.
* Assessing Customer & vendor satisfaction, Mystery Audits & Brand Health & Audit through survey with agencies.
  + Evaluation of reports and presented the Business recommendations
* Managing the entire awards portfolio for Kalpataru Limited.
  + Awards evaluation, recommendation & nominations.
* **3.7 years of experience in Dabur International, Dubai, UAE as Associate Brand Manager from Feb 2011 – Sep 2014**
* **Brand Management: FEM – from Feb 2011- March 2013**
  + Fem Product range relaunch for MENA region (Product range included Hair Removal Creams, Wax Strips, Facial Bleaches, Halawa).
  + Managing the New Product development under Depilatory category.
  + Finding the Need Gaps & Strategy development for category expansion including new formats, range & categories in line with the Market opportunities.
  + Managing Activations & Promotions on the Brand across MENA region.
  + Responsible for Insight generation for the Arab region through Consumer Research.
  + Managing the ATL & BTL plans for the Brand.
  + P&L Management for the Brand.
  + Inter-functional management for overall business achievement.
  + Active coordination with the internal functions including Supply Chain, Purchase, Demand planning and Legal for achieving business performance.
* Delivering Consumer and Market insights for the projects.
* Data Support to the Category.
* Managing Agencies for Print, Media and Digital Communication channels.
* Managing Suppliers for in store visibility, activations and promotions.
  + Roll out of NPDs with required customization for UK & European Markets.
  + UK Business of Dabur in coordination with the Sr. Brand Manager & UK Business Head.
  + Managing all artworks in coordination with Regulatory team for labeling requirements & EU compliance.
  + Internal functions Management including Packaging development, Planning, Purchase, Regulatory and Sales for achieving business performance.
* Worked in the **Skin Care Category since March 2013-September 2014**
  + Responsible for Baby Care range development for the MENA region – The range included Baby Lotion, Cream, Baby Massage Oil, Shampoo, Soaps, and Wipes etc.
  + Active involvement in the Launch Strategy for the Brand.
  + Development of products for New Segments & Category expansion for the Brand Herbolene.
  + Planning & development of consumer & Trade promotions for the Brand Herbolene.
  + Responsible for Budget & P&L Management.
  + Managing Agencies for Creative, Artworks, Print & Media.
  + Managing the internal functions including Packaging development, Planning, Purchase, Regulatory and Sales for achieving business performance.
  + Data Analysis with Primary & secondary tracking- with Nielsen Audit data.
* **Total 4 years of experience in Hindustan Unilever Ltd., Mumbai, India as Brand Executive from Jan 2007 – Jan 2011**
* **1.5 years of experience in Brand Building, CLEAR, Hair Marketing from Aug 2009-Jan2011.**
  + Managing all the **local trade and consumer promotion networks** for Clear.
  + Rolling out all the consumer & trade promotions in the specific market- Visibility materials, consumer promotion packs/offers/stickers & other collaterals etc.
  + Execution of Product Launch and relaunch of Projects in India.
  + Active coordination with the internal functions including Supply Chain, Purchase, Demand planning and Legal for achieving business performance.
* Delivering Consumer and Market insights for the projects.
* Data Support to the Category.
* Managing Media Agency for Print, Media and Digital Communication channels.
* Managing Suppliers for in store visibility, activations and promotions.
* **2.5 years of experience in Brand Development, SUNSILK, Hair Marketing from Jan 2007-July 2009.** 
  + Competition Analysis and Updates including Range, Support, Media Updates, Trade and Consumer Feedback.
  + Managed Consumer Research and Market Visits in different cities within India.
  + Managed artwork implementation for local and imported packs for relaunch of Sunsilk in India in 2008.
  + Network, Design and Artwork implementation for local and Regional team.
  + Managed the country roll out of ‘Sunsilk Gang of Girls’ website in South Asia and South East Asia regions.
  + Contribution towards market understanding & identifying business opportunities for Premium sachet growth.
  + Data Support to the Category.

**Achievements:**

* **1st Rank and Gold Medal** at the college level for academics during 2004-05.
* Excellence in **Data Analysis** using AC Nielson, IMRB, Prop Equity software.
* **Consumers and Market Insights** through Researches.

**Scholastic Profile:**

* May 2005: **M.I.B. (Master of International Business)** –
* SNR Sons College, Bharathiar University, Coimbatore
* May 2003: **B.Sc. Computer Science** – Ramakrishna CAS for Women, Bharathiar University, Coimbatore

**Other Participation:**

* Online course on **Marketing Excellence, Consumer, Market and Shopper Understanding and Virtual Communication.**
* Workshop on **Basics of Marketing** with Live Case Studies at HUL.
* Workshop on **“Creativity and Innovation at Business**” at HUL.

**Personal Details:**

Name : Manjusha PM

Date of Birth  : 12-04-1982

Marital Status  : Married

Languages Known : English, Hindi, Malayalam and Tamil.