**NIKET**

Result-oriented professional with a proven career in conceiving & implementing effective ideas / strategies related to **Marketing** through rich experience, proactive approach and innovation excellence

~Solid communication skills to contribute as a Team Lead& interface with professionals at all levels

**** [**niket.379033@2freemail.com**](mailto:niket.379033@2freemail.com) **C/o 0505891826**

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| Key Skills | |  | Profile Summary |
| |  | | --- | | **Marketing & Promotion** | |  | | **Brand Activation & Management** | |  | | **Team Building & Leadership Business Development** | |  | | **Event Management & Marketing** | |  | | **New Product Launch** | |  | | **Campaign Management** | |  | | **Social Media Management** | |  | | **Influencer / Content Marketing** | |  | | | * **Dynamic career of over 2years** that reflects rich Dubai & Indian experience in **Marketing** * Expertise in establishing **marketing communication strategies** that amplify organizations share of voice and contribute to organizational goal of creating relevant visibility and brand presence in the targeted stakeholder universe * **Achievement-oriented marketer** who leverages key insights & team approach to drive organizational improvements & implementation of best practices while ensuring ROI of overall efforts of the organization * Skilled in structuring the **overall social media strategy** and executing the same through a mix bag of initiatives like authored articles, industry stories, media interactions & goodwill meetings in targeted media universe * Directed **cross-functional & cultural teams** using interactive & motivational leadership; acknowledged for leading & mentoring 5 team members to achieve resource wise productivity & optimization * **A strategist with great respect for people, process & innovation**; strong decision-making, problem-solving & communication skills to evaluate alternatives and implement policies with appropriate rationale |
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| Soft Skills    **Communicator Innovator**  **Thinker**  **Collaborator Intuitive**  Certifications   * Twitter Flight School * E-marketing Institute Certificate in Social Media Marketing * E-marketing Institute Certificate in Online Marketing Fundamentals * Certified Vskills Marketing Manager * Google Analytics Certified Professional * Digital Unlocked by Google * Certified in “Digital Media Marketing Program” from DMTI   Personal Details  **Date of Birth:** 30/09/1991  **Languages Known:** English, Hindi and Marathi | |  | Timeline  **PG in Marketing Management from iFEEL**  **Kibsons International LLC as Marketing Manager**   |  |  |  | | --- | --- | --- | |  |  |  | | **2016** | **Nov’15-Oct’17** | **Since Oct’17** | |  | **1908 E-Ventures Pvt. Ltd. as Manager-Marketing & Communication** |  | |
|  | Education |
|  | * **PG in Marketing Management** from iFEEL, Lonavala in 2016 * **Bachelors Degree** from University of Pune, Pune in 2014   Internships  **May’15-Jul’15: Alchemist Marketing & Talent Solutions, Mumbai**  *Project: Decoding the Untapped Potential of ‘Mithai’ Industry in India*  **Key Result Areas:**   * Designed Meetha Magic (online venture to sell sweets and revamp traditional Indian sweets into trendy &cool avatar) * Performed market research and developed business model with a potential to clock 100 Crores within 5 year   **World Broker’s Day (first of its kind event)**  **Key Result Areas:**   * Led all activities related to vendor management and media planning * Designed on-air promotions single-handedly for the event |
| Work Experience |  | | | |

**Since Oct’17: Kibsons International LLC (Dubai) as Marketing Manager**

**Role:**

* Facilitating necessary leadership & dynamism necessary to team members to provide service of highest efficiency
* Conducting weekly social media audits and managing social media channels accordingly
* Interfacing with various local & international suppliers to plan monthly market promotions
* Coordinating in various assignments with influencers, magazines & websites
* Recognizing key events and assuring active interaction with the community



**Nov’15-Oct’17: 1908 E-Ventures Pvt. Ltd. (India) as Manager-Marketing & Communication**

**Role**:

* Headed a team of 5 members in the organization
* Identify and plan events owning end to end responsibility
* On-boarded brands & formulated strategies to introduce international skincare brands in Indian market
* Developed the editorial calendar for social media, blogs and in-house magazine
* Executed social media campaigns and monitored analytics & spends
* Interfaced with fashion, beauty and lifestyle influencers

**Highlights:**

* Executed e-mail campaigns with open rate of 20.62% and click rate of 2.61%
* Enhanced the online sales by 27% using insights captured from Google Analytics
* Launched a digital magazine for the portal managing entire editorial calendar
* Acquired exclusive launch and distribution rights for premium international skincare brands
* Led social media campaigns during the festive season in 2016, thereby generating over 200,000 impressions
* Organized media interactions and blogger meets which resulted in coverage in leading publications

Academic Projects

**Live Project:**

* Centre for Creative Leadership (USA): Decoding the Publishing Business in India during Nov’14-Mar’15

**Key Result Areas:**

* Worked with a team of 6 members with “Think Why Not” and won pre-finale of “Global Citizen Leader” amongst 12 participant teams
* Recognized the grey areas in Indian Publishing sector by interviewing over 300 stakeholders
* Developed an “E-hub focusing on Kids’ section to promote contemporary Indian stories
* Prototyped an application to facilitate 2 ways interaction between authors & readers
* Devised a 20 min. on-air chat show to connect budding authors with their potential readers

**International Project:**

* Globuzz Event Management (Dubai, UAE) during Mar’15-Apr’15

**Key Result Areas:**

* Ideated & devised concepts & mechanics for retail & mall activations / engagements
* Prepared content for a flagship event of the organization & its website
* Designed PR concepts, planned campaigns and mapped clients accordingly

Academic Achievements

* Secured 3rdrank in Case Study Competition conducted by AC Nielsen in IIM-Ahmedabad, Insight 2015
* Won 1st& 3rdprize at National Entrepreneurship Challenge, IIT-Bombay annually for 3 months with 30+ tasks & 300+ teams across India in 2015 & 2016

Extracurricular Activities

* Headed:
* iFEEL Placement Team for institute corporate placement & internship
* iFEEL ECell Team for 2 consecutive years; won NEC 2014-15 and secured 3rdrank during 2015-16