

Shatrughan Kumar

Marketing & Brand Professional

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Marketing Leader with 9+ Years of experience in strategic marketing initiatives and effective brand management for both domestic and international markets.

Core Activities:

Advertising & Branding, Social Media Marketing, Digital Marketing, Email Marketing, Event & Exhibition Management, Market Research, Ecommerce Management, Budget & Planning, CMS, CRM handling, Website & mobile app management, Packaging and new collateral development and vendor management

Work History

2016-06 -

Assistant Marketing Manager

Current

Groz Engineering Tools Pvt. Ltd, Gurgaon, Haryana

Marketing:

- Created annual **Marketing Plans** with optimum budget allocations, delivered on KPIs for **Lead Generation & Conversion**
- Through focused **Key Account Marketing** for large global accounts, achieved product range extension and incremental sales
- Increased customer engagement by creating engaging **digital campaigns** for strategic products with very high click through rates building a solid **leads pipeline**.
- **End to end Management** of more than 60 domestic and overseas **exhibitions** such as Automechanika(Germany), Eisenwarenmesse(Germany), Autopromotec(Italy), Agritechnica, Excon (India), BAUMAA(India), Canton (China), MATCO & NAPA (USA) etc.,
- Drove Extensive **BTL campaigns** such as Halla Bol, Cantor Activity, Mechanic Meets, etc. in the Indian market for creating product & brand .
- **Launched and promoted** a series of new product ranges such as LED Worklights, JCB Powertools, Estwing Hammers etc. Deliverables included Development of Websites, Collateral, EDM & Social Media Campaigns,
- **eCommerce:** Created & managed 500+ eCommerce listings, online advertisements and

Brand:

- Creator and owner of GROZ's Brand Visibility Action Plan. Developed generic brand messaging, developed engaging content in various formats such as **brand story videos, ad films, animations, infographic visuals, and activated over paid and organic campaigns**
- Brand visibility almost doubled in a short period of time using cost effective branding solutions in domestic markets such as **Wall branding, Goods Carrier Branding, Umbrella Branding, Flex and LED boards**, Select outdoor advertising, etc.

2013-07 - 2016-06

Assistant Manager Marketing

Adept Marketing & Adevertising, Gurgaon, Haryana

- Drove all digital marketing tactics, which include **email marketing**, landing pages, **SEO/SEM**, paid search, banner placement, analytic tagging, mobile optimization, and social media.
- **Events Management** for different clients
- Production handling - **Photo shoot, Video shoot**
- Online reputation management (**ORM**) & Campaign Management for Real estate, Consumer brands, Automotive.
- **Social media** marketing campaigns for multiple clients.
- e-commerce management - Like Amazon,

2012-09 - 2013-06

SEO Executive

Rapidsoft Technologies, Gurgaon, Haryana

- Optimized 50+ websites with architecture, content & keywords
- Website Demographics and Statistics using Google Analytics
- SEO strategies to increase traffic resulting increase in client's market share
- Planning & implementing content for Social Media

Education

2008-04 - 2011-04

Bachelor of Science: Information Technology

NIIT - Delhi

Certifications

Google Analytics Individual Qualification

Google Ads Search Certification

Accomplishments

- 50+ Exhibitions across the globe
- 1Million views to the experimental video "Thank You Ustaad"
- Exceptional Work in Marketing Award 16-17, 19-20

Technical Skills

Social Media Tools, Email Marketing tools, CRM, Photoshop, illustrator

Wordpress, Elementor, MS Office.

Expertise

Advertising & Branding, Event & Exhibition Management, Vendor

Management Social Media Marketing, Creative Designing, Email Marketing