

KHUSHBOO PRADHAN

SENIOR MANAGER, MARKETING

PROFILE SUMMARY

Dynamic and motivated professional with a proven record of generating leads and building relationships, managing projects from concept to completion, designing product launch strategies, and handling PR for the organisation. Skilled in building cross-functional teams, demonstrating exceptional communication skills, and making critical decisions during challenges.

Adaptable and transformational leader with an ability to work independently, creating effective presentations, and developing opportunities that further establish organizational goals.

CONTACT INFO

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WORK EXPERIENCE

SENIOR MANAGER, MARKETING & COMMUNICATION

BVC LOGISTICS PVT. LTD, AUG 2019-Present

- Leading a team of 5 marketing professionals
- Developed and executed marketing plans resulting in average 15% growth in leads generated
- Orchestrated seasonal promotions inclusive of email, whatsapp, print, incentive, contests and in-store promotional materials resulting in 5-6% sales increases during campaigns
- Spearheaded research efforts in strategy and positioning for aggressive growth of numerous sub-brands
- Created marketing and media plan for 42 branch cities with an annual growth rate of 110%

In addition to the previous responsibilities, I was also involved in:

- Employer Branding - Humans of BVC campaign, creation of marketing collaterals
- Corporate Branding - Testimonial Campaigns,
- Product Launch - Branding, Marketing collaterals, Launch event, PR
- Loyalty Program - Concept to completion of rewards system for all the customers
- Customer Reachout Program

MANAGER, MARKETING

BVC VENTURES PVT. LTD., AUG 2018-AUG 2019

- Developed comprehensive social media strategy and leveraged key web 2.0 tools in support of traditional media campaigns, increasing brand awareness and improving SEO
- Researched, prepared and executed marketing plans in tandem with the annual company strategy
- Digital Marketing - SEM, Social Media Marketing, WhatsApp Marketing, eMail Marketing
- Social Media Presence
- Website creation - UX/UI Design, SEO
- Offline Marketing - Events and exhibitions
- PR - Press release, authored articles, business stories, ORM
- CSR - Design the events, branding, ensuring maximum participation
- Mainline Advertising - Print, AV

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SENIOR MANAGER, MARKETING

SKILLS & COMPETENCIES

- Verbal and Written Communication Skills
 - Technical Writing
 - Analytical Skills
- Customer Service Skills
 - Detail-Orientedness
- Project Management

SPECIALIZATIONS

I am considered a leader in our team when it comes to special projects, requirements management, project management and client relationship management.

ACADEMIC BACKGROUND

SYMBIOSIS INTERNATIONAL UNIVERSITY

MBA, Communication Management,
Graduated in 2015

PUNE UNIVERSITY

B.E. PRODUCTION ENGINEERING
GRADUATED IN 2009

WORK EXPERIENCE

MANAGER, BRAND AND TRADE MARKETING

GOOD JUICERY PVT. LTD, DEC 2017 - AUG 2018

- Worked closely with the sales team to create a pull in the market for the product
- Product promotion to support enterprise sales
- B2B and B2C communication for Good Juicery
- Seasonal Promotions at partner restaurants
- Offer promotions at partner outlets
- Scope of work - ORM, digital marketing, influencer marketing, trade marketing

FOUNDER

MIRROR MIRROR BRAND SOLUTIONS, SEP 2016-DEC 2017

- Was on the board of directors for the company
- Responsible for client servicing and relationship building
- Responsible for the team that strategised and delivered customers' requirements
- Scope of work - Business development, market research, product launch, brand creation, campaign planning, PR, digital marketing

MANAGER, CLIENT SERVICING

WHYNESS WORLDWIDE, DEC 2015 - AUG 2016

SENIOR EXECUTIVE

MIRROR MIRROR BRAND SOLUTIONS, SEP 2016-DEC 2017

SENIOR ENGINEER, PRODUCTION & QUALITY

TETRAPAK INDIA PVT. LTD., MAY 2010 - MAY 2013