

# ANNPURNA RAI

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- A marketing and brand communications expert with ten years of experience in Brand building, ATL, BTL and Integrated marketing communications
- Worked on versatile segments of brands - Mitsubishi, Godrej, GE healthcare, Tata Chemicals, Mosaic India, Tata Housing, WHO, NMCG, UIDAI, etc. and provided them with a suite of communication solutions.

## EMPLOYMENT OVERVIEW

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### **CET Enviro Pvt Ltd- Marketing Manager – September 2022- Present**

- Strategy development and planning for brand visibility that can promote the business and generate genuine traffic (both offline and online)
- Implementation of the marketing activities right from ideation to final analysis and refinement
- Organized Events, Seminars, Internal conferences, Webinars, Sales meet programs etc.
- Creating engaging and informative content for the website, blog, social media, case studies and other content marketing channels that the business might leverage building sustainable relationships and partnerships with other key customers.

### **Dentsu International, Group Head – Brand communications: 2014- 2022**

- Leading the brand planning, marketing communications and executions for Tata Housing, WHO, and Mosaic India
- Managing health communications for WHO's health days for its digital media virtual events and on-ground communications support
- Handling marketing communications for various Tata Housing projects, developing its end-to-end digital media assets, project-related audiovisuals and on-ground communication materials
- Managed the go-to-market communication for Product Magna. Designed packaging, conceptualised campaign messaging, and packaged the campaign for its launch in the market
- Was instrumental in celebrity endorsement agreement for Bureau of Energy Efficiency
- Managed social media platform, online reputation, and day to day requirements for Bureau of Energy efficiency
- Collaborated with media planning and buying department, PR department and digital department on integrated campaigns for Aadhaar, NMCG, India post and Bureau of Energy Efficiency
- Managed behavioural change communications campaign for Agha Khan foundation in the eight states of India, instrumental in developing communication strategy and communication assets for the campaign. Managed mass media campaigns in the target markets

- Manage RFPs and responses
- Competition mapping for various brands, keep track of the latest communication trends to provide strategic insights to the clients
- Provide an integrated solution - **Digital, Social, Traditional Media, PR, Event, BTL, Outdoor**, etc. for the brands across multiple industries

#### **RC&M Experiential Marketing LLP (A part of WPP Group), Account Executive, 2012 –2014**

- Managed on-ground activation campaigns for lead generation
- Handled CRM and DMs activity for B2B brands like Mitsubishi, Godrej, and GE healthcare
- Roadshow planning, development of branding materials and media activation for BTL activities
- Managed sales-driven on-ground activities for HP, Lenovo & GE Lighting
- Managed campaign monitoring, tracking and campaign assessment activities
- Managed ten members teams on each roadshow and BTL campaigns

#### **ACADEMICS**

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- MBA (Marketing & HR) from Gitarattan International Business School, **Guru Gobind Singh Indraprastha University Delhi.**
- B.A. from **Deen Dayal Upadhyay Gorakhpur University UP**
- 10<sup>th</sup> (2003) & 12<sup>th</sup> (2005) from Kendriya Vidyalaya No.1,Gorakhpur UP ,CBSE board

#### **PERSONAL INFORMATION**

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- Current Location: Noida
- Date of Birth: 27<sup>th</sup> Sep 1988