



ANURADHA RAUNIYAR

MARKETING PROFESSIONAL

with 10+ years' experience of cross-industry like Karvy Stock Broking, SKF India Ltd & Luminous Power Technology. Passionate about MARCOM, Digital Marketing, Trade Marketing & Product Marketing.

EDUCATION

2007-2009

MBA

Priyadarshini College of Computer Sciences
Greater Noida.



EXPERTISE

- Marketing Strategy.
- Influencer Marketing.
- Stakeholder Management.
- Social Media Mgmt.
- Brand Management.
- Category Marketing.
- Channel Marketing.
- Budgeting.
- Vendor Management & Agency Handling.
- Website Performance Mgmt.

CONTACT

+91 9599500143

rauniyar19@gmail.com

anuradha-rauniyar-94179bb/

Noida, India

12th Oct 1986

EXPOSURE

- SAP Ariba
- MS Office

LANGUAGES

- English & Hindi

Dated: 11th April, 2023.

WORK EXPERIENCE

Aug 2012 -

March 2023

LUMINOUS

Luminous Power Technologies (Schneider Electric)

Sr. Executive Marketing

Leading Marketing initiatives:

- Digital Marketing.
- Marketing Collaterals.
- In-Shop Branding, BTL activities & Exhibitions.
- Corporate Communication.
- Manage Events (Online & In-person)
- Brand Promotion.
- Product launches.
- Go to Market: Market Analysis, Pricing strategy, Product positioning, Branding & related Communication.

May'11-Jul'12

SKF

SKF

Sales Associate

- Manage purchase activity independently.
- Floating an enquiry (RFQ), collecting quotations, preparing comparative statements, negotiation and finalization of purchase order.

Dec'10-Apr'11

KARVY
KEEP GROWING

Karvy Stock Broking Personal Finance Executive.

- Client Acquisition, Retention and Revenue Multiplication.
- Advise clients on investments and provide advisory services.



ACHIEVEMENTS

- Star Performer of the Year
- Digitization Award
- Launched LED Product @ All-India Level.



ADDITIONAL INFO:

- BBA from Swami Vivekananda Institute of Information Technology, 2007.
- Certification in fundamentals of Digital Marketing, SEO Tech Experts.