

## KOMAL SETHI

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Strategic and Innovative thinker with extensive successes across different industries. Demonstrated abilities to rapidly assess identify opportunities and drive new market entry while consolidating existing strengths.

15+ years of experience in driving growth & turnaround in highly complex and competitive businesses.

- ♣ Functional Strength areas – **Marketing & Strategy** with strong grip on **finance, technical & consumer insights**.
- ♣ Adept at formulating **pricing strategies** relevant to consumer segments based on consumer research & insights.
- ♣ Expertise in leading all marketing, branding and promotional initiatives, support customer acquisition, product & brand promotion by effectively designing, developing and integrating **brand strategies & marketing campaigns**
- ♣ Excellent **communication and interpersonal skills**, a **cohesive team player** with strong **leadership skills**.

### Positions held

**Designation: Marketing Strategist**

**Company: DGS Counseling**

**Period: April 2021- till date**

- Develop, implement and **manage social media strategy**.
- Manage and oversee **social media content**.
- Launching and optimizing **paid search/PPC campaigns**
- Monitoring budgets for paid search campaigns and also overseeing company's accounts on search platforms
- Work with copywriters and designers to ensure content is informative and appealing.
- **Monitor SEO** and user engagement and suggest content optimization.
- Communicate with industry professionals and **influencers** via social media to create a strong network.
- Developing and delivering marketing campaigns to generate leads, maximize conversion rates and generate demand among prospects and within the customer base.
- Working cross-functionally to increase brand awareness and demand on online as well as offline mediums.
- Plan & execute events such as **Press Releases, conferences, seminars**, etc.

**Designation: Head Marketing - Digital Marketing / Marketing Communications**

**Company: Vatika Group**

**Period: Feb 2019- March 2021**

- Conceptualise & implement the marketing strategy including **digital marketing** for the complete customer cycle.
- Responsible for planning, implementing, managing and monitoring company's **Social Media strategy** in order to increase brand awareness, improve Marketing efforts and increase sales
- Ensure brand message is strong and consistent across all **channels (i.e. OOH advertising, print media, email & SMS Campaigns, social media channels, BTL activities & marketing POSM)**
- Drive and develop comprehensive **360 degree marketing** plan for all new product/program launches (through social/digital media, trade marketing, PR activations, influencer marketing, mass media where relevant)
- Drive strategy and manage content for key **social media** sites such as **Facebook, Instagram, Twitter**, relevant in-country platforms, Local Store Marketing.
- Monitor competition (acquisition, pricing changes and new products/ features)
- Identify opportunities to reach new market segments and expand market share
- Prepare and manage monthly, quarterly and annual budgets for the Marketing department

**Designation: Head Marketing**

**Company: NUEVO EVENTS**

**Period: Sept. 2014- Jan 2019**

- **Developing Digital Marketing Strategies** & Marketing promotions for various clients.
- Revenue Management, Innovation & Revenue Optimization
- Conducting frequent market surveys among customers regarding the requirements at present and estimating the requirements in the future.
- Persuasive presentations to a variety of individuals; scheduled, organized, and prioritized work to meet customer demands promptly, accurately, and efficiently.
- Creating / designing concepts for **Corporate Events, Conferences, ATL & BTL Activities & Product Launches.**
- Oversee every aspect of day-to-day operations including marketing, **event coordination, staffing, quality and financial control, facilities management and tactical planning.**
- Develop strategic plan to ensure that cost remains under the pre-determined budget.

**Designation: Deputy Manager –Marketing**

**Company: VODAFONE SOUTH LTD.**

**Period : April 2006- August 2014**

- Product & customer lifecycle management with maximizing efficiency , customer stickiness and business deliverables of market shares / revenue and customer loyalty
- Market / Customer Segmentation & Campaign management. Subscriber loyalty and retention management.
- Developed new subscriber acquisition strategies for sales team and subsequently trained team in new subscriber acquisition program. Within three years, the number of active subscribers increased by 50%.
- Qualitative experience in **Marketing Communications, ATL, BTL Marketing Initiatives, OOH Advertising, Retail Visibility, Print Advertising, Tertiary Sales Management, Exclusive Brand shops, Vendor / Agency Management & Event Management**
- Increased 40% Gross Revenue in 2014 vs. 2013 by exceeding team stretch goals, by building strong retailer relationships, to drive maximum conversion and optimizing all activities based on available analytics to maximize ROI.
- Developed marketing communication strategies for the launching process of new products and the branding of existing products
- Coordinated with Advertising agency for communication plan and designing all elements for their artworks & adaptations.
- Liaison with vendor's logistics for designing, printing and dispatch of marketing collaterals
- Maintained PR share through a consistent corporate communication calendar covering press conferences, media round tables and large format stories.
- **Arranged and executed major events (internal/ external)** to boost brand awareness in the market.

**M.Com/ B.Com/ Digital Marketing Certification (SEO/ WEBSITE DESIGNING/ SMM/ PPC) & 3 yr. PG Diploma Computer Applications (PGDCA).**

