



# CHARU KUMAR

## MARKETING & BRAND MANAGEMENT

### About Me

Marketer with a consumer centric and focused approach. 4+ years of experience in brand management, marketing operations and business development in both offline and online domain.

### Professional Experience

#### **Baidyanath Group | Associate Brand Manager**

*July 2022– Present*

Key responsibilities:

- Managing brand P&L for the OTC & classical Portfolio of existing Baidyanath brands & Driving marketing strategy through 4P Framework
- Crafting ATL/BTL marketing campaigns to enhance brand's share of the wallet
- Executing Influencer marketing campaigns to garner organic word of mouth & to enhance E-com sales on digital mediums like YouTube
- Working closely with the sales team to drive primary & Tertiary sales through effective execution of marketing campaigns.
- Ensuring effective pricing through robust dealer schemes, product combo offers
- Executing display ADs , Google Ads to drive E-com Sales
- Working closing with the mainline agency for planning and execution of all marketing campaigns
- Launched NPD's to build the new brand Vansaar in GT & E-com.

#### **Benchmark Internet Group India. | Campaign Analyst**

*June 2019 – December 2019*

Key responsibilities:

- In a leading and world no 2 email marketing company, handled Email Deliverability and Management and all sorts of technical work like integrating websites with WordPress, Zoho, etc.
- Consulting clients on Email Marketing– Design and execute lead nurturing programs and Product Consumption Marketing Program
- Analysing campaigns before delivering to the desired inbox
- Designing of E-mails, sign-up forms , and executing online customer experiences-

#### **Vikitos Technocrafts Mumbai | Digital Marketing Executive**

*July 2016 – May 2019*

Key responsibilities:

- Worked with Google Analytics, Goal creation, KPI tracking, organic and paid media campaigns
- Worked with SMM platforms such as LinkedIn, Facebook, YouTube, and Twitter, and insights related to multiple SMM tools and their respective algorithms.

### Achievements

- Conducted Market Research to understand Consumer needs and behavior towards constipation as a category and product through concept testing.
- Revamped the "KabzCare" portfolio with new packaging with insights from MR and to better compete with the direct competitor "Pet Safa".
- Worked with the agency on communication and launch plan for KabzCare in both online and offline channel
- Identified the gap in the portfolio and launched "KabzCare Tablets" to strengthen the portfolio
- Launched Integrated Marketing Campaign to promote "No Paraben" as the key hook for KabzCare which garnered more than 2..4M impressions on YT.
- Executed L- Bands, POSMs, Print Ads & TVC for KabzCare to 24% monthly growth in tertiary sales volume.
- Launch of Display Ads which lead to 2X growth in Sales volume on the Ecommerce platform.
- Influencer Marketing Campaigns which lead to a higher share of wallet on E-commerce platforms.
- Worked on content strategy with the agency and developed A+ content for respective brands

### My Contact



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### Education

- FORE School Of Management  
Masters in Business Administration Marketing/BDA  
Completed in 2022
- IMS Pro School  
PG- Diploma in Data Science  
Completed in 2019
- Guru Nanak Dev Engineering college, Ludhiana  
B-Tech / Civil Engineering  
Completed in 2016

### Hard Skill

- Excel, Python
- Google Analytics
- SEO,SEM,SMM
- Account Management
- Customer Relation Management

### Soft Skill

- Empathic
- Cross Functional team management
- Decision making
- Communication
- Multi-tasking

## Internship

### **Black N Green | Product Management**

*April 2021– June 2022*

Key responsibilities:

- App Growth Marketing project on “MagicCall And Just4Laugh”
- To Figure out marketing channels for the newly launched product OTT
- Building the strategy for marketing and business development. Building partner channels and bringing them onboard
- Digital marketing: Social media channels, Campaigns- Facebook, Google, Playstore, App store, Instagram Tiktok

## Projects

- 2021: Research Project on “Understanding Government Policies And Technologies In Agriculture SupplyChain ”, FORE School Of Management, New Delhi
- 2021: Business Development and Marketing live project at OYO
- 2021: Market Research live project at Pablo Project
- 2020: Business Development internship at Coffee’n’Though
- 2020: Marketing and sales live project at Dastakhat
- 2020: Project, Telecommunication Churn

## Extra Co-Curricular

- Coordinator, CollegeFest, Guru Nanak Dev Engineering College, Ludhian
- Swimming Team Captain for past 3 years, Guru Nanak Dev Engineering College, Ludhiana
- Creative Head (SCIE) for past 3 years, Guru Nanak Dev Engineering College, Ludhiana
- Member, Drama society for past 3 years, Guru Nanak Dev Engineering College , Ludhiana