

# DEEPAK KUMAR

## MARKETING EXECUTIVE

### CONTACT

+91 7895958530

Dlamba671@gmail.com

Khushal PG, Sector 17A, Sukhrali,  
Gurgoan

### SKILLS

MS Excel  
ATL, BTL Marketing  
Planning  
Budgeting  
Analytics  
Strategic Management  
Vendor Management

### EDUCATION

#### Masters of Business Administration

ITS, Mohan nagar, Gzb

2020-2022

Marketing & Operations

#### Bachelor of commerce

SD College of commerce, MZN

2015-2018

Accounting & Economics

### LANGUAGES

Hindi   
English   
Punajbi 

### PROFILE

Marketing and Advertising professional with versatile office skills and proficiency in Microsoft programs. Strong planner and problem solver who readily adopt to change, works independently and exceeds some expectations. Able to juggle priorities and meet tight deadlines without compromising quality. Media and public relations specialist leveraging in-depth knowledge of market trends to execute high impact of marketing campaign. Excels at creating and implementing effective promotions targeting specific audience

### WORK EXPERIENCE

#### Marketing Executive

##### V2 Retail Ltd.

2022-2023

- Captured Marketing data, presenting campaign result to 5+ team leaders 8 times yearly.
- Responsible for all sorts of marketing which include ATL, BTL and OOH and marketing calendar for all retail image in General trade and Modern trade format
- Responsible for both online and offline marketing campaign which include print media and digital marketing through influencer, Instagram and Facebook
- Make the festival, NSO marketing plans, marketing event and sunburn all are my under arena
- Budget planning, marketing strategy proposal and return on investment. All marketing reports and marketing audits responsibility are handled by me
- Implemented so content calendar for social media posts
- Responsible for the vendor management that include sourcing, negotiations and closures for all domain
- Makes the marketing gift item allocation for the retail stores from the warehouse
- Makes the purchase orders for the marketing campaign
- New vendor onboarding is one of the responsibility in my current role

#### Business development executive

##### Indraprastha gas Ltd.

2019-2020

- Responsible for assigned sales targets ( monthly, quarterly and yearly )
- Goals set for centers month on month, maintaining relationship with target customers, customers service, ensuring high rate of return on investment sales support and sales
- Attends meeting with management about that hoe to achieve sale and present some ideas also in front of management that how can we reach to more and more customers
- Recording sales and order information and sending copies to the sales office or entering into a computer system
- Making accurate, rapid cost calculation and providing customers with quotations
- Maintain relationship with the new customers as well ass excising customers and providing to them good after sale service