



PARAS GANDHI

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📍 Dadar, Mumbai-400031

📅 30/08/1992

BRAND EXPERIENCES

Oxy Skin Care

Beardo

Mamaearth

Pride of Cows

Vadilal Ice creams

Haldirams

Bosch Home Appliances

Siemens Home Appliances

Ethnix by Raymond Group

Parx by Raymond Group

Jack & Jones

Walkaroo

Divine Solitaires

Palladium Chennai

UPL

Future Generali Life

Aegon Life

Bandhan Bank

Kotak Bank

HDFC Housing Finance

HDFC securities

Quantum Mutual Fund

MoneyFlix

Aegis School

RISE WPU

Kolte Patil Developers

Sunteck Realty

Lodha

Zee Digital

Microscan Technologies

EXPERIENCE - 10 YEARS

12/2019 - Present

FIRST SIGHT (360* MARKETING AGENCY)

Brand Head & Strategist

- Construct brand planning, brand portfolio, brand development & brand positioning through target audience, 360* marketing communication, marketing channels & media
- Aid in pricing, product & promotion strategies based on consumer data, competition analysis & market research
- Understand consumer behaviour, demands & needs to develop marketing plan & marketing strategy to grow brand's market share & brand health
- Create brand, digital & Go To Market (GTM) strategies to generate brand awareness & brand recall
- Drive brand launches & product launches via digital/online marketing & offline marketing

07/2017 - 12/2019

8 BIT MEDIA & EVERYMEDIA (DIGITAL AGENCY)

Brand Manager & Digital Strategist

- Build product positioning & product marketing strategies
- Conceptualize brand innovations & properties to cater brand & customer experiences.
- Foster content marketing & digital communication through social media, Google, influencers, bloggers, digital PR & other digital media platforms
- Suggest digital spends & marketing budget to meet brand goals & objectives
- Conduct ROI analysis to monitor & enhance brand KPI

05/2013 - 08/2015

BLITZKRIEG (INTEGRATED MARKETING AGENCY)

Brand Associate

- Indulge in consumer analysis & interpret consumer insights for consumer segmentation, integrated marketing communication & multi-channel marketing
- Execute outdoor, print, radio, TV (ATL) & celebrity endorsement campaigns
- Implement In-store, mall & on-ground activations (BTL) including merchandising, sampling and trials
- Liaise with loyalty, packaging, PR & research agencies

EDUCATION - MBA

2015 - 2017

MBA (FULL TIME - MARKETING)

SIESCOMS

- College topper with a CGPA of 3.61/4

2010 - 2013

BMS (MANAGEMENT)

KC College

- Graduated with distinction of 73.75%

2009 - 2010

HSC (COMMERCE)

Swami Vivekanand Junior College

- Scored an aggregate of 80%
- Book-keeping and Accountancy Topper (99/100)

2007 - 2008

SSC

St.Xavier's High School

- Scored an aggregate of 84%