



Pragya Singh

Assistant Brand Marketing Manager

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Experienced and energetic Marketing Manager with over five years, effectively managing marketing projects from conception to completion. Experienced in preparing and overseeing online and print marketing campaigns, resulting in an increase in partner relations for the company. Adept in monitoring and reporting marketing objectives, to maintain necessary internal communications within the company. Pragmatic and result oriented, determined to build market presence in the next organization. Adept in all aspects of project management including planning, budget management, and coordinating all working parts of a project. Detailed oriented team player in working with clients to ensure all the goals of a project are achieved and met within scope and budget. Understands the importance of delivering the mission of a brand with every action and interaction that takes place involving customers and business identity on priority.

Skills

- ◆ Revenue and profit maximization  Advanced
- ◆ Retail experience  Advanced
- ◆ Marketing plan development  Advanced
- ◆ Prospect targeting  Advanced
- ◆ Budget development and management  Advanced
- ◆ Story development and brand management  Advanced

Work History

- ◆ Feb 2023 - **Channel Marketeer- Prof Distribution India**
Current *Signify Innovations India Ltd" Formerly Philips Lighting", Gurgaon*
 - Delivered services to customer locations within specific timeframes.
 - Participated in team projects, demonstrating an ability to work collaboratively and effectively.
 - Applied effective time management techniques to meet tight deadlines.
 - Developed strong communication and organizational skills through working on group projects- "NPI K Yodha" for driving new products launch

- Gained strong leadership skills by managing projects from start to finish.
- Training and supervising the junior brand marketing staff/team, managing workflow, providing direction, and overseeing constant skill development.
- Collaborated with marketing and sales teams to improve content marketing and cross-promotional initiatives.
- Draft and bring out sales strategies in terms of Scheme and monetary benefits to the channel partners and the trade segment.
- Design, Understand concept and print collateral and handouts for promoting products and creating buzz in the market
- Price Tracking basis competition benchmarking at Regional Level

Jun 2018 - **Brand Marketing and Communication Executive**

Jan 2023 *IFB Industries Ltd, Goa*

- Established and managed relationships with key media contacts to determine optimal coverage of company initiatives.
- Responsible for media management for brand, acted as point of contact for inbound media related calls.
- Managed media relations and campaigns to address public communications in crisis situations. Handled **IFB Social media page**, agenda to increase followers.
- Created and implemented internal and external communication plans to establish consistent and timely messaging.
- Collaborated with internal stakeholders to design strategies for messaging and communications.
- Developed media strategies to support **product launches**, increase public visibility and drive customer engagement.
- **Monitored media coverage** and produced detailed reports to analyze the impact of PR efforts.
- **Prepared or edited organizational publications** such as employee newsletters or stockholder reports for internal or external audiences. Used various social media platforms for media and blogger outreach.
- Produced and distributed **brochures, newsletters and press kits**.
- **Increased revenues and supported business** goals by developing public relations strategies and campaigns. Increase of Rs.3 crores in financial year 2021-22.
- Checked pricing, scanned items, applied discounts, and printed receipts to ring up customers.
- Provided exceptional services and pleasant shopping experiences to retail customers.
- Opened, shelved, and **merchandised new products in visually appealing** and organized displays for optimal sales promotions.
- Created company **brand messaging, collateral materials**, customer events, promotional strategies, and product commercialization. Also handled product photoshoot for collaterals designing.
- Worked with graphic designers and writers to establish theme and tone for content on **blogs published** in the company website
- Maintained documentation, detailing assignments, in-progress work and completed project milestones.
- Executed search engine marketing, advertising and public relations campaigns to generate demand and sales leads.
- Managed marketing **budget and associated P&L** to develop and execute marketing strategies, budgets and sales plans for business segments and resource

utilization to maximize marketing ROI.

- Launched successful digital marketing campaigns that achieved goals for increased website traffic. This is also backed up with **ATL and BTL activations** for promote and generate leads
- Analysis Rates, Rating, GRPs, and CPRPs, Reach etc. of TV plans of different brands.
- Researched industry and marketplace trends to develop marketing solutions and enhance business operations.
- Planned marketing initiatives and leveraged referral networks to promote business development.
- Boosted brand awareness and generated leads while managing internal and external marketing campaigns and programs.
- Worked **closely with product development** teams to create and maintain marketing materials for sales presentations and client meetings.
- Built and improved customer engagement plans, boosting conversion rates 10%.
- Working and In dept **undertaking of Soft and Hard POSM including signage**, acrylic boards and many other as per market requirement.
- Developing systems of media plans as per latest industry practices
- Executed on all brand **communication development by agency**. Worked on detailed brief and/or define an activity's scope of work
- **Post launch, provide feedback** and insight on the performance of program campaigns and relays them for further strategic development and solution formulation.



Education

Jan 2021 - **Diploma Certificate: Digital Marketing and Communication**

Jan 2022 *MICA, Ahmedabad - Online*

Jul 2016 - **MBA: Marketing**

May 2018 *BIT Mesra - Ranchi*

Jun 2013 - **Bachelor of Science: Commerce**

Mar 2016 *National Post Graduate College - Lucknow*



Accomplishments

- Raised the Instagram and Facebook followers from 800 and 1200 on festive campaigns-2021 and 2020.
- Successfully utilized the cost of INR 3 crores for an additional 3 campaign into the financial year, inclusive of POSM printing for the branches for 4 months into the financial year.
- Provided profitability to the IFB Points and the dealers by 60-78% Month on month.
- Achieved the best executive and Buddy for the target achievement of both CSR and Dealer in Oct/Nov/Dec 20.



Interests



Reading Novels, Painting, Art & Craft and Exploring new places.