

SAURABH VERMA

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SUMMARY

Innovative marketing leader with 10+ years of experience delivering exceptional marketing campaigns, content and collateral based on established and innovative strategies. Results-oriented and collaborative professional bringing expertise in brand management through offline and online marketing. Detail-oriented, attentive and decisive leader.

EDUCATION

Degree	University/School	CGPA/Marks	Specialization/Subjects	Duration
PGDM (IB)	FORE School of Management, Delhi	2.99/4	Marketing (Majors), Finance (Minors)	2009-2011
Bachelors in Fashion Technology	National Institute of Fashion Technology, Hyderabad	6.7/10	Apparel Manufacturing & IT	2004-2008
HSC (XII)	DPS, Mathura Road	87.8%	Science with Computers	2003-2004
SSC (X)	DPS, Mathura Road	84.2%	Physics, Chemistry & Maths	2001-2002

PROFESSIONAL EXPERIENCE (10+ Years)

Aakash Byjus

Sep'22 - Jan'23

Senior Marketing Manager (New Delhi)

- Led marketing strategy for 30+ branches across Delhi/NCR
- Successfully led marketing campaigns generating 5000+ qualified leads in a single month

Magicbricks

Nov'21 - Sep'22

Brand Manager (Noida)

- Led **marketing communication** for Magicbricks to reposition the brand as a Full Stack Player in the category through the successful 'Property Sahi, Services Sabhi' campaign.
- Led the development of impactful **TVCs, print ads**, city-specific outdoor communication, as well as radio and digital campaigns.
- Achieved the highest TOMA (Top of Mind Awareness) in the real estate category for two successive months and drove a 27% growth in website traffic.
- Led targeted micro-campaigns using digital marketing strategies, including **email marketing (Klaviyo)** and influencer marketing.
- Conducted **market research** to determine the CVP's (Customer Value Propositions) for new services offered by Magicbricks.

Somany Ceramics

Apr'19- May'21

Deputy Manager Marketing (Noida)

- Spearheaded brand strategy, overseeing the creation and implementation of multimedia campaigns across **TV, print, radio, and OTT platforms**, achieving 25Mn+ impressions in a span of 3 months.
- Collaborated with **creative partners (Ogilvy)** and in-house designers to develop compelling brand communication for both external campaigns and internal communication.
- Initiated a comprehensive **brand health assessment** in partnership with Nielsen to measure the effectiveness of media campaigns.
- Developed **work flows in email marketing** to map consumer journey and acquire leads for the business

Karbons Mobiles

Brand Manager (New Delhi)

Nov'17-Feb'19

- Accountable for managing brand campaigns across various offline and online media channels, including **Google Search and Display Campaigns, TV, print ads, social media campaigns**, outdoor campaigns, etc., for new product launches.
- Coordinated **new product launches** across e-commerce platforms, including agency coordination, development of A+ content, product photoshoot, and listing.
- Worked closely with printers, graphic designers, photographers, videographers, and tech reviewers to ensure seamless execution of **influencer marketing campaigns**.

Codenamedigital

Co-founder (New Delhi)

Aug'16-Oct'17

- Successfully recruited and managed a team of in-house designers and content writers to deliver compelling marketing communication for social media campaigns and SEM for 10+ clients.
- Achieved 23% MoM growth in sales, through **SEO and Search Campaigns**.

Casio India

Assistant Manager Marketing (New Delhi)

Aug'15-Aug'16

- Developed a highly effective promotion strategy for the Casio Edifice & Sheen brands, leveraging Pan-India OOH, radio, and print channels for their EOSS (end of season sale).
- Achieved a remarkable **37% YoY growth in revenue** for the Edifice and Sheen brands across 7 key cities.
- Led the **branding initiatives** for Space-on-Hire (SOH) in over 150 stores of Lifestyle and Shoppers Stop, successfully creating a strong brand presence.
- Managed the development of various **POSM**, such as catalogues, flyers, packaging, and in-store displays, for new product launches, seasonal offers, and other marketing campaigns.

SC Johnson

Associate Marketing (Gurugram)

May'13- Apr'15

- Successfully executed the **launch of the new All Out Liquid Vaporisers** in the Indian market, leading the execution and reporting across Outdoor, Radio, Print, TVC, digital, and on-ground channels.
- Worked closely with creative agencies to develop creatives as per brand guidelines.
- Conducted **market research** through FGDs across three key states of Delhi, UP, and Haryana for the launch of the new product, All Out Flash Card.
- Led the **communication for BTL** (Below-the-Line) activations, such as dealer boards and van branding, for the launch of All Out Flash Card in the UP and Haryana markets.

Infres Methodex Ltd.

Business Support Executive (New Delhi)

Mar'12- Apr'13

Infosys Ltd.

Associate Consultant (Chennai)

May'11- Jan'12

Certifications:

- Digital Marketing & Analytics - ISB (March'23-Current)
- Certified Digital Marketing Masters (CDMM) - Digital Vidhya (March'17)

Skills: Brand Management Marketing Communications Market Research Email Marketing PR
Influencer Marketing Search Engine Marketing Team Management Social Media Marketing Brand Strategy