

TARUN SHARMA

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CAREER OBJECTIVE

To join a management position with customer centric organization that provides opportunity to contribute towards organizational and personal growth.

WORK EXPERIENCE

Company: **ICICI Lombard GIC**

Duration: Aug 2022- Present

Designation: **Marketing Manager**

- Managing the marketing year long IP for International Travel insurance product worth **Rs 2Cr** with Ranveer Singh as the Sutradhar of the campaign.
- Implementation of media plans, getting legal approvals, monitoring the plans, trend analysis and closing the feedback loop with clinical solutions.
- Working with the best in market advertising agency Ogilvy for creative designing, product promotion videos and topical day awareness videos.
- Marketing budget planning, monitoring and monthly budget dashboard presentation to the Head of Marketing.
- Closely working with major agencies like Nielsen, Kantar, Hansa Research for various brand studies, NPS research and CSAT research for competition benchmarking and brand equity in the market.
- Weekly, monthly, semiannually and annually driving meetings with the agencies for timely execution of all the brand plans and research studies.
- Creating Monthly NPS research decks for Health and Motor segments at organization level which is presented to MD every month.
- Analyzing the customer feedback reports (NPS and CSAT), deep diving the concern areas at workshop & hospital level, discussing the key concern areas with Heads of all the major verticals like sales, operations, product, U/W, Claims & legal and driving the business efficiency with proposed solutions.
- Monthly tracking the brand spends, competitive spends and discussing the budgets with the higher management for business efficiency in Marketing vertical.
- Tracked the quotes, traffic and conversion on website and analyzed the trends to proactively change the strategy for better reach.
- Managing the complete sponsorships including evaluation, negotiation, printing & dispatch of promotion material and presenting the sponsorship deck to management committee.

Company: **ICICI Lombard GIC**

Duration: Nov 2019- July 2022

Designation: **Manager- Marketing Analytics and Consulting**

- Built **Integrated Marketing plans** and implemented for the retention of current customers as well as increasing the whole customer base at multiple dealerships in Punjab Region.
- Tracking and execution of the marketing activities at the dealerships to increase customer base and creating awareness in the region.
- Constantly provided valuable data driven insights every month to clients and achieved **100% retention and 10% Y-O-Y revenue growth** in Goa, Pune, Punjab, Haryana and Delhi NCR region.
- Worked directly with Jubilant Audi India and provided training to more than 20 people of Audi team on NinjaCRM software in Gujarat, Maharashtra, Goa and MP.
- Implementation and adoption of CRM software at the dealerships and provided training to more than 200 people
- Upselling the Robocall product worth 4+ lakhs and generating an average of 200x ROI from the same for the clients
- Worked in the core team for designing and testing of product (2nd version of NinjaCRM).

Company: **Autoninja**

Duration: April 2019- Oct 2019

Designation: **Senior Consultant: Consulting, Analytics and Operations**

- Handled Operations for our CRM Product at more than 15 Automobile Dealerships, Helping them onboard and adopt our product with 95% client retention.
- Single Point of Contact for DPs and CEOs and provided consultancy for their business growth and development (Online Meetings and Offline Visits).
- Provided various meaningful insights to clients using Data Analysis (Customer Data, Vehicle Data, etc) and helped the clients in Business Growth.
- Trained 100+ managers on NinjaCRM software.

OTHER INDUSTRY EXPOSURE

Summer Internship

Company: ITC Limited

Duration: April 2018- May 2018

Designation: **Intern**

Project: **To improve the weighted distribution of Bingo Potato Chips**

- Evaluated the sales trend of the distributors in Delhi NCR region
- Performed ground level analysis with sales person and completed 27 beats with sales person and sales officer in various regions of Delhi-NCR
- Performed detailed analysis of issues faced by distributors and retailers by doing field visits to more than 200 retailers and 7 distributors.
- Performed competitive sales, SKUs, distribution and merchandising analysis with direct interaction with retailers, customers and field sales force.
- Presented the dealership level and distributor level issues to Area Manager and created region wise strategies.
- Presented Area wise concern areas and proposed counter strategies to North Category Head on retailer merchandising, stock management, relationship building.
- Implemented the strategies as a pilot in East Delhi region to improve the weighted distribution of Bingo Potato Chips in areas like Dilshad Garden, seelampur and Geeta colony.

ACADEMIC BACKGROUND

- **MBA-Marketing** from **Christ University, Bengaluru** with 65%
- Graduation (**Bachelor of Technology**) from **ABES Engineering College, Ghaziabad** with 64%, **2016**
- Higher Secondary (CBSE) from **Kendriya Vidyalaya, Noida** with 80%, **2012**
- Senior Secondary (CBSE) from **Kendriya Vidyalaya, Noida** with 9 CGPA, **2010**

ACADEMIC PROJECTS & TRAININGS

Christ University, Bengaluru

- Business Simulation Workshop
- Sales connect workshop on opening statement, probing triangle, role plays and field work

ACHIEVEMENTS AND AWARDS

- Integrated marketing plan for client got appreciated by VP and presented at organization level.
- Silver Medal in 4X100 race in intercollege competition.
- Awarded first prize in robotics competition in intercollege competition
- Silver medal in 4X400 race in intercollege competition

INTERESTS

- Reading about marketing campaigns
- Writing, reciting and editing of Hindi poetry
- Travelling, Photography, storytelling & creating jingles

- Sprint Running