



KARTHIK ROKKAM

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An accomplished result driven marketing expert with **nearly 5 years** of experience; expertise in marketing excellence, proficient in streamlining approach to connect with target consumers possessing strong knowledge of effective **Retail Penetration & Digital Marketing strategies on both the B2B & B2C fronts.**

Aim to apply my marketing expertise at a progressive organization meeting top / bottom-line objectives utilizing my real time marketing experience with a highly reputed brand like ICICI.

EXECUTIVE SUMMARY

- Innovative Marketing & Digital Communications Professional with experience in steering marketing campaigns with focus on rapidly improving online B2B & B2C lead generation as well as on ground marketing for retail penetration.
- Spearheading creation & promotion of on-demand marketing campaigns including design, marketing content, web development, web marketing to boost the brand value.
- Proficient in performing ongoing customer/market research and demographic profiling to identify and capitalize on unmet market needs ahead of the curve.
- Proven track record of devising ATL/BTL & web marketing strategies that have elevated brands from relative obscurity, forging strategic alliances, driving revenue and growing profits in competitive markets.
- Have experience in leveraging market research industry analysis, and customer insights to anticipate and counter competitive actions, build customer loyalty, and position brand for enhanced market share.
- Acumen in growing business footprint and improving revenue & market penetration by setting up marketing channels and turning around capabilities of operations in rapidly changing environments

Projects

Business Development and B2B marketing techniques

"Short term project in Roads Less Travelled in Digital Marketing"

Project on 3D Imaging System" as part of the academic curriculum for the graduation course

Sales

Marketing

Core Competencies:

Marketing Communication Planning | Digital Marketing | Media Campaigns | Strategic Planning | Brand Management & Building | Advertising Activities | Business Development | Social Media/Digital Campaigns | Digital Strategy & Thought Leadership | Vendor Development & Management | Team Management | Creative Intellect/Insight | Engagement | Marketing Strategy | Marketing Automation | SEO/SEM | Content Marketing | Analytics | Wordpress | Google Analytics | Adwords | Facebook Analytics/Blueprint | Lead Generation | Hubspot | Hootsuite | PPC/CPC Campaigns | Email Marketing | Twitter Marketing | YouTube Marketing | LinkedIn Marketing | Instagram Marketing | Trade Marketing | ATL / BTL Marketing

ORGANIZATIONAL EXPERIENCE:

Since May'16: ICICI Prudential Asset Management

Growth Path /Deputation:

May'16- Jun'18- **Zonal Marketing Manager** (South India-Andhra Pradesh, Telangana, Karnataka, Tamil Nadu & Kerala)

Since Jul'18- **Marketing Manager** (Karnataka, Andhra Pradesh & Telangana)



Key Result Areas:

- Maintain and strengthen company's brand presence, visibility & awareness, **handle all the marketing & branding activities in the assigned zone/region on all fronts (Digital & ATL/BTL)** in consultation with the corporate office

- Strategizing, planning and executing **digital/Social Media marketing communication campaigns** through **Google Adwords, Twitter, Facebook, Instagram & LinkedIn** primarily for external and internal audiences & for identifying new customers
- **Sales Support-** Conducting BTL activities focusing on **increasing Brand Visibility & Lead Generation for pure retail penetration** for channel partners as well as in-house to generate new customers, also make strategic decisions to ensure high effectiveness & efficiency of all ATL activities in consultation with corporate office
- **Creating & drafting** key messages, content, communications programs and routes
- Conducting **market research** through industry contacts, publications, trade, competitor analysis and tracking business news to identify ideas for growth
- **Digital Services on-boarding-** Digital Marketing propositions for IFAs for their websites, customized emailers, email marketing, sales team trainings
- **New Product Launches:** Developing marketing campaigns during new product launches/NFOs, build up visibility & own their implementation from ideation to execution in the zone/region
- **Strong Brand Presence in Trade-** Build strategic relationships with **key industry players through unique support propositions**, ensure all distributor offices in the zone/region are branded with our products' key communication creative & durable collaterals, developing new ways of increasing distributor preference (lead generation/BTL support, goodies)
- Formulating strategies & reaching out **to identify new touch points** for branding & engagement with customers & intermediaries as well as identifying **unexplored market segments/customer groups** in towns for business expansion
- Build **local level communication to suit individual market requirements** & get the same approved from corporate office post
- **Compliance-** Ensuring adherence to brand & corporate brand/industry guidelines across the company's websites, print and electronic publications, conducting audits timely at branch locations
- Spearheading the design and implementing a complex yet workable marketing communications strategy
- Planning & conducting distributor meets, industry events like **round tables, exhibitions, trade shows, mall activities, road shows, RWA engagements** & ensuring organizational branding & collateral availability
- Frequent visits to all branch locations to identify new opportunities of building & strengthening brand visibility & awareness **most synchronous with the local geography & sentiment**
- **Collaterals-** Providing Collateral development inputs based on on-ground feedback, stake holding in designing & development, production of product collaterals & ensuring the brand is highly engaged in the market. Also, developing vernacular versions of all
- Promoting use of **co-branded collaterals** including visiting cards & digital content by distributors & endorsing our app for in-house co-branded collaterals creation for heightened Brand Preference
- **Handling public relation efforts in consultation with the PR team** timely creating opportunities and promoting **content marketing (social Media)** in the zone/region among sales team & distributors
- Building a **trusted vendor network** PAN South ensuring timely production and distribution of tangible collaterals & on-ground campaign execution

Research Paper: Impact of Pre and Post event Analytics as a part of the ICOMBS 2015 international conference

PRE-MASTERS ORGANIZATIONAL EXPERIENCE:

Oct'12 – Sep'13- Technical Support Analyst with C3i Private Limited



Apr'10 - Aug'11- Process Associate with Apollo Health Street



INTERNSHIP:

Feb'15 - May'15: Digital Marketing Manager [Intern] with Client Curve Info Systems Private Limited

ACADEMIC CREDENTIALS:

Post-Graduation: Masters in Business Administration (**Core Marketing**) from ICFAI Business School, Hyderabad, (ICFAI Foundation for Higher Education)- Among the top tier 2 business schools in India & among the top 25 overall.

Graduation: Bachelor of Technology (Electronics & Communications) from Jawaharlal Nehru Technological University, Hyderabad

Higher Secondary: Class 12th from Board of Intermediate Education (A.P)

Secondary: Class 10th from Central Board of Secondary Education



Technical Skills: C++, java, MS Dos, Windows, Linux, MS Office (Word, Excel & PowerPoint)

Career Highlights:

- Helped ICICI Bank Wealth Management Channel- Hyd to record **the highest ever mobilization for a New Fund Offer- Rs 33 Cr/-**.
- Consistently helped the zonal/regional sales team **achieve the assigned mobilization targets** successively through **marketing campaigns focused on increasing distributor preference**.
- Proven track record of having **increased the market share in all sales channels for the zone/region** through diverse marketing strategies.
- Nominated for multiple sales contest meets** held in Mumbai & Goa as the marketing vertical is eligible only based on nomination including Alpha Vanguard- Mumbai.
- Proactively **assisted & supported admin vertical in developing promotional items** during festivities & owned ideation, execution & successful procurement.
- Development of multiple compliance approved sales collaterals zonally/regionally** with the help of regional product specialist.
- Explored & introduced **whatsapp marketing** as a digital marketing avenue in the organization, planned multiple initiatives around it.
- Formulated the amplispot activity which involved sending links to our **distributors for self-download of co-branded creatives & clips**.
- Devised multiple avenues for **cost control** on durables procurement like standees, etc including the introduction of automated standees.
- Devised & pushed mechanisms to **track zonal/regional campaign output**.
- Pushed dispatch of collaterals directly to Growth Markets instead of routing through nearest branch locations resulting in operational ease & higher efficiency.
- Acknowledged with:
 - "**Rising Star of the Month**" title at Apollo Health Street Limited
 - "**Runner up for the best new trainee**" at C3I S.S.P.L

EXTRAMURAL ACTIVITIES:

- Handled management of multiple yearly AOP meets in association with the zonal/regional HR on multiple occasions.
- Successfully represented:
 - Army Public School in Soccer
 - VBIT (Vignana Bharathi Institute of Technology, Hyderabad) at University level in soccer
 - As Captain of the Shivalikh house during high school for a period of 3 years
 - Apollo Health Street in the game of soccer at different occasions
 - C3i S.S.P.L. in the game of soccer at different occasions
 - As a musician, a vocalist and a guitarist pursuing grades from Trinity College of Music, London, part of a band named The Eternal Shade** and have performed at various tech fests.
- Efficiently developed a prototype for an automated garbage collector as part of a technological fest.
- Presided Freshers and organized technical fests** as well as farewell events at Vignana Bharathi Institute of Technology as well as Sri Chaitanya Junior Kalasala.
- Hosted flagship events** along with other duties and responsibilities as a part of the **Official Finance Club of IBS Hyderabad, Money Matters Club**, from July 2014-December 2014.



Professional Certifications:

Google- Fundamentals of Digital Marketing
Udemy- Mega Digital Marketing Course
NISM VA- Association of Mutual Funds in India

PERSONAL DETAILS:

Date of Birth: 31st July 1988
Linguistic Abilities: English, Hindi & Telugu
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