**SUNIL**

**Skfeb0287@gmail.com**

**EDUCATION**

**MASTERS OF BUSINESS ADMINISTRATION (MBA)-MARKETING**

SCHOOL OF MANAGEMENT, JAIN DEEMED-TO-BE UNIVERSITY, BANGALORE, 2019

**BACHELOR OF BUSINESS MANAGEMENT (BBM)**

CMS BUSINESS SCHOOL**,** BANGALORE UNIVERSITY, JULY 2010

**WORK EXPERIENCE**

**ASSISTANT MARKETING MANAGER (INTERNSHIP), SURABHI INFO, JUNE 2019-FEB 2020**

* Coordinating and executing digital marketing campaigns to promote the business and build awareness of the brand for lead generation
* Managing content marketing across digital platforms, including company website, and social media
* Planning and executing ATL and retail marketing inside and outside the stores in coordination with coordinate with product team, supply chain, after sales and finance
* Organizing webinars and gathering events for strategic partners and suppliers, giving business presentation on new launches, business progress, and future plans
* Tracking and generating reports on marketing statistics and activities

**SENIOR AD CONTENT REVIEWER- BIG BRANDS, AMAZON ADVERTISING, MARCH 2017-MAY 2017**

* Managed end-to-end Amazon Sponsored Products, Sponsored Brands, Sponsored Display Ads, and (potentially) DSP campaigns from setup to ongoing review, analysis, and troubleshooting
* Managed PPC trends, ACOS, profit and spend across multiple brands
* Monitored keyword rankings and competitors, and implement marketing programs to maintain brand visibility and niche dominance
* Key account management of consumer electronics, apparels and luxury

**BUSINESS DEVELOPMENT MANAGER, RETAIL AND ECOMMERCE, AUTOMATION CONTROLS, JAN 2013- DECEMBER 2016**

**Ecommerce-**

* Responsible for end-to-end ecommerce performance including sales, availability, pricing, listings content, listing ranking, on-site visibility, off-site traffic generation, order management, order fulfillment, after-sales service etc
* Formulating and executing digital marketing demand-generation initiatives including but not limiting to on-site activity, social media, and paid promotional activities on amazon
* Managing inventory (ensure stock balancing between online and offline), promotional mechanism (e.g. bundles creation, discounts activation, vouchers etc)

**Retail-**

* Growing and reporting on the India retail portfolio
* Executing and implementing each brand retail strategy in the region
* Managing retail partners in the region
* Meeting with and run regular calls with retail partners
* Liaising with Logistics team to ensure the retail order process runs smoothly and on time
* Updating reporting, working closely with finance team
* Working with rest of the team to coordinate retailer product, marketing copy and content requirements
* Managing external agencies for store based team/trainers, working with them to develop the in-store strategy
* Briefing assets and content to design team
* Managing and working with the retail exec to compile marketing examples from retailers in region
* Sharing brand marketing coverage with retailers
* Planning and reviewing retail marketing campaigns for retailers in region
* Identifying key trends in performance marketing and social media marketing in order to develop effective customer acquisition strategies
* Assisting with creating retail briefs, marketing campaign planning, sampling campaigns
* Managing the GWP and Sample process with PD and Brand team
* Working with PD team to ensure samples for new product showcases run on time
* Developing POS with graphic designer and physical retail specialist
* Being the Retail Rep for any translations, product registration and compliance enquiries
* Working on Ad hoc retail projects

**RETAIL PROCESS ASSOCIATE, CATEGORY MANAGEMENT AND PRICING, AMAZON.COM, MARCH 2011-JUNE 2012**

* + - * Monitoring and collaborating with different teams to execute weekly, one-day, and monthly sales promotion, email marketing campaign, newsletters, coupons, and loyalty programs on the website for the republic of Ireland market as per the marketing calendar.
      * Conducting analysis and presenting the report on the marketing performance of different campaigns
      * Working on escalations and tickets to ensure timely launch of the campaign, a resolution to the issue, and proper communication between the teams.
      * Conducting daily analysis of ongoing campaigns on the website and competitor mapping.
      * Working with FMCG brands in UK and Ireland to work on different marketing campaigns
* Working closely with brand representatives to take brief on category planning and execution
* Working with internal team to execute product listing, launching campaigns, writing product description, uploading high quality pictures as per the plan and calendar
* Merchandising pages and category with new products and other details
* Conducting performance analysis on running campaigns, ads, product page, website and assigned categories

**CERTIFICATION**

**PROFESSIONAL DIPLOMA IN DIGITAL MARKETING FROM NIIT, 2014**