

NEERAJ CHOUDHARY
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Middle Level Managerial assignments in Brand Marketing with a growth oriented organization

PROFESSIONAL PROFILE

- ⇒ A dynamic professional with 16 **Years** of rich experience in Strategic Planning & Management, Marketing & Market Research, Client Relationship Management, Digital Marketing, New Product Development, ATL/BTL Initiatives, Rural Marketing, Business Development, Sales Analysis, Consumer Research etc.
- ⇒ Presently associated with **DUKES Consumer Care Ltd., Hyderabad as A.G.M (Marketing) – Food/ Beverages Division**
- ⇒ A keen analyst, highly skilled in market forecasting, quick to identify & formulate strategies to exploit business opportunities.
- ⇒ Demonstrated ability in restructuring the operations to revitalize / turnaround business.
- ⇒ Expertise in managing Marketing (ATL/BTL/TTL) operations for **Pan India market** with key focus on top line profitability through Marketing Research and Marketing/Branding of **DUKES, BAKEMATE, PULSE CANDY and CATCH SPICES (Food) Brands.**
- ⇒ Deft in turning around underperforming segments & business units through process / procedural improvements focused on Marketing and Business Development & best practice identification and implementation.
- ⇒ Possess credibility & personal integrity that leaves lasting impressions with corporate decision makers, motivates employees and generates loyalty.
- ⇒ An effective communicator with excellent relationship building & interpersonal skills. Strong analytical, problem solving & organizational abilities. Possess a flexible & detail oriented attitude.

AREAS OF EXPERTISE

- ⇒ **Strategic Planning;** Formulating business strategies and strategic utilization and deployment of available resources to achieve organizational business objectives Establishing corporate goals, short term and long-term budgets & developing business plans for achievement of these goals.
- ⇒ **Profit Centre Operations:** Identifying and developing new streams for long term revenue growth & managing overhead costs and model mix to increase profitability. Conducting competitor analysis by keeping abreast of market trends and competitor moves to achieve market share metrics.
- ⇒ **Market Research Operations & Local Marketing:** Handling the market research and local marketing operations for achieving increased growth & profitability. Utilizing the public information and personal network to develop marketing intelligence for generating leads.
- ⇒ **Business Development/ Key Account Management:** Identifying prospective clients, generating business from new accounts & developing them to achieve consistent profitability. Building and maintaining healthy business relations with major clientele, ensuring maximum customer satisfaction by achieving performance parameters delivery & quality norms.
- ⇒ **Product Packaging:** Managing all **Catch Spices, DUKES, BAKEMATE, WAFFY, PULSE CANDY** Brand Packaging and Brand Images, Food Shots through the Eye-catching appearance make distinctive the POS when the TG Respond on positively, managing Design, color and Shape as well as create innovative changes in old packaging to prelaunch the brand and formulate efficient communication and create the Brand closer to consumer.
- ⇒ **Digital Marketing:** Managing all paid search and display programs, Managing all SEO programs, Managing accuracy of content throughout the website, Optimizing the website for search engines, Setting up and managing CRM programs for both B2B and B2C audiences, Content creation strategies for clients' social networks and blog, Setting up and managing email marketing campaigns, Web Analytics and reporting for Catch Spices and Rajnigandha, PULSE Candy, DUKES, BAKEMATE etc.

- ⇒ **Trade Marketing/Product Management:** Product Positioning/ Channel Specific Merchandising - Worked closely with major retail buyers to understand their customer base, and set planograms to increase sales; conducted business reviews with accounts: placed products inline, on end caps and sidekicks, at the register, in dump bins throughout store, online at retailers' sites and as featured products at company events; identified and implemented opportunities to improve in-store communication and education with customers and retail personnel
- ⇒ **Brand Promotion:** Building brand focus in conjunction with operational requirements. Ensuring maximum brand visibility and capture optimum market shares. Managing brand image building and awareness campaigns. Devising pre & post marketing activities for launching new products.
- ⇒ **Category and Competitive Analysis:** Conducted in-store clinics at retailers, surplus stores, and travel clinics to educate buyers, store employees, and customers and to identify new product opportunities and product improvements
- ⇒ **Through the Line (TTL):** Through this launch a nationwide Social Media, YouTube campaign for Catch Brand which would show different video ads to different users according to where the users and TG lived and what their interests were, along with a promo code for a discount on purchases made online through their website, achieving the Brand awareness and generate the mass communication with TTL.

Since September'18 with DUKES CONSUMER CARE Ltd (DCCL). Hyderabad as A.G.M (Marketing)

Role:

- ⇒ Analysis of Growth Planned Vs Actual, and to monitor category share and monitor market penetration vis a vis competition in Retail/MT/Institutional Sales universe, Marketing, Branding, Digital Initiatives with **MINTEL CONSUMER RESEARCH & BCG.**
- ⇒ Planning & proposing Marketing budgets by forecasting marketing expenses to maintain & increase market share of assigned brands.
- ⇒ Preparing annual marketing plan & COA for effective implementation of plans.
- ⇒ Formulation of Product Line-up, New Product Concept Planning, Design & Development.
- ⇒ Market Mapping & Segmentation, Competition mapping, Target setting, and formulation of sales plan, production planning & control.
- ⇒ Analysis & brain storming with the management on the product Positioning, USP development & Marketing Communication, Pricing Strategy & Profitability as per the market / customer feedback.
- ⇒ Strategic marketing for long-term brand objectives, Communication & Advertising Strategy.
- ⇒ Brand Health analysis, Performance Vs Planned Performance of Brand. Reviewing and managing deviations if any
- ⇒ Work with NPD and Sales to create new product offerings that can build the **DUKES, BAKEMATE, MICKS Biscuits, and Confectionary, Chocolate Range** and thereby maximize usage and contribute to achieving profitability targets for the company. To work on the NPD calendar to deliver launch plans.
- ⇒ Conceiving and creating innovative strategies for developing systems and methods to facilitate Company's sales & marketing operations.
- ⇒ Planning and Implementing Various Trade activity for Food Division like RADIO CONNECTING, Trade Fairs & Participate in various TV Shows like Station Masters Kitchen, Regional Channels engagements (South – North) etc. for Brand and Product Promotion in Throughout India for DUKES, WAFFY, BAKEMATE
- ⇒ Devising and effectuating Sales/Trade Promotion activities and visibility plans through ATL/BTL in Pan India.
- ⇒ Create and align senior management on annual business plan, multi-year strategic plans
- ⇒ Lead development of the brand management organization
- ⇒ Develop post mortem reports leveraging results and key learning's to inform future projects
- ⇒ Develop well informed "points of view" to inform key decisions about the brand
- ⇒ Analyze complex business data and situations and develops a range of solutions; analyzes secondary data to mine insights, trends and uncover root cause of changes in consumer behavior or channel/retailer performance
- ⇒ Oversee and manage project work streams including project management and follow-ups, purchase orders and budget reconciliation, store communications, legal approvals, flyer programs, store event management and operational execution
- ⇒ Leads and/or oversees day to day management of category activity including forecasting; budget tracking; shipment and consumption analysis; marketing plan execution and program tracking. Manages the business against operating plans and budgets
- ⇒ Leads cross-functional and project teams to deliver strategic recommendations or new product launches

- ⇒ Designed web site architecture and defined template for new Catch & BAKEMATE retail site
- ⇒ Implemented SEO techniques and PPC strategies to increase avg. monthly online revenue by 27% to concentrate on Urban/Metro towns with participating in E-COMMERCE Platforms (Amazon, Big Basket, Grofers, PAYTM Mall and various local platforms)
- ⇒ Created and tracked weekly email marketing campaigns
- ⇒ Worked with key stakeholders to determine KPIs and used Google Analytics to track and report success of the set goals & Designed marketing collateral and website content

Since June '10 – August'18 with DS GROUP Ltd. Noida as Sr. Manager (Marketing)

Role:

- ⇒ Significantly contributed in successful launch of **PULSE CANDY, CATCH SPICES, Rajnigandha (New packaging), Chingels, Ksheer Dairy, Rajnigandha Silver Pearls.**
- ⇒ Analysis of Growth Planned Vs Actual, and to monitor category share and monitor market penetration vis a vis competition in Retail/MT/Institutional Sales universe, Marketing, Branding, Digital Initiatives with **TATA STRATEGIC AND MANAGEMENT RESEARCH & ACCENTURE CONSULTING for PAN INDIA.**
- ⇒ Planning & proposing marketing budgets by forecasting marketing expenses to maintain & increase market share of assigned brands.
- ⇒ Preparing annual marketing plan & COA for effective implementation of plans.
- ⇒ Formulation of Product Line-up, New Product Concept Planning, Design & Development.
- ⇒ Market Mapping & Segmentation, Competition mapping, Target setting, and formulation of sales plan, production planning & control.
- ⇒ Analysis & brain storming with the management on the product Positioning, USP development & Marketing Communication, Pricing Strategy & Profitability as per the market / customer feedback.
- ⇒ Strategic marketing for long-term brand objectives, Communication & Advertising Strategy.
- ⇒ Brand Health analysis, Performance Vs Planned Performance of Brand. Reviewing and managing deviations if any
- ⇒ Work with NPD and Sales to create new product offerings that can build the **PULSE CANDY, T&R** and **CATCH SPICES** and thereby maximize usage and contribute to achieving profitability targets for the company. To work on the NPD calendar to deliver launch plans.
- ⇒ Conceiving and creating innovative strategies for developing systems and methods to facilitate Company's sales & marketing operations.
- ⇒ Planning and Implementing Various Trade activity for Food Division like RADIO CONNECTING, Trade Fairs & Participate in various TV Shows like Khana Khajana, Big Ma'am Saab etc. for Brand and Product Promotion in Throughout India for CATCH SPICES & PULSE CANDY other new initiative.
- ⇒ Effectively implementing **Secondary Sales Tracking through WEB BASED Technology** for **Spices & Food Division** and implement Dashboards to understand Monthly/Weekly/Quarterly Category/SKU wise sales growth.
- ⇒ Devising and effectuating Sales/Trade Promotion activities and visibility plans through ATL/BTL in Pan India.

Significant Achievements:

- ⇒ Selection, Negotiation & Managing Agency/NPD/Digital Marketing/Rural Marketing/vendors by briefing them on the campaign/collaterals for Media & Digital platforms. Planning and implementation of **all India Brand Visibility** highly effective OOH presence via glow sign boards, Arch Gates, Unipoles, Tram Branding, Hoardings

June '07- May'10 with Pranav Agro Pvt. Ltd., DELHI as Trade Marketing Manager

Role:

- ⇒ Leading a team of 11 Territories sales In-charge & 1 Area Sales Executive in managing product line of MEGA MILK and CLASSIC in UP & Uttarakhand.
- ⇒ Successfully handling 206 distributors and 3 CFA all across.
- ⇒ Ensuring allocation and achievement of Sales targets with in allocated cost budgets in the territory.
- ⇒ Mentoring, monitoring and training the team to achieve agreed sales targets and objectives.
- ⇒ Conceiving and creating innovative strategies for developing systems and methods to facilitate Company's sales & marketing operations.

- ⇒ Effectively maintaining existing distributors and developing new distributors to increase the availability of brand in new market.
- ⇒ Devising and effectuating Sales Promotion activities and visibility plans.

Significant Achievements:

- ⇒ Merit of increasing distribution by 6 % in U.P. in 2008 registered by A C Nielsen survey.
- ⇒ Distinction of winning North best ASM award in 2007.
- ⇒ Essayed a key role in achieving 100 % primary & secondary target in 2007 & 2008.
- ⇒ Significantly contributed in successful launch of CLASSIC BRAND.

April'02- Dec'04 with B-Natural as Assistant Manager

Role:

- ⇒ Leading a team of 6 Territory Sales Officers, 10 Sales Representative for managing product line of B-Natural & Miruna Juices in UP & Uttaranchal.
- ⇒ Successfully handling 42 distributors and 3 CFA all across.
- ⇒ Ensuring allocation and achievement of Sales targets with in allocated cost budgets in the territory.
- ⇒ Actively involved in maintaining existing distributors and developing new distributors to increase the availability of brand in new market.

March'2000-March'02 with Mansarovar Bottling Pvt. Ltd., NAZIBABAD as Sales Officer

Role:

- ⇒ Leading a team of 4 Pilot Sales Officers, 15 Route Sales Promoters, 4 Route Sales Suppliers & 35 Distributor Sales Men for managing product line of COCA COLA, THUMS UP in Western UP & Uttaranchal.
- ⇒ Successfully handling 61 distributors and 2 CFA all across.
- ⇒ Overseeing the allocation and achievement of Sales targets with in allocated cost budgets in assigned territories.
- ⇒ Focusing on maintaining the existing distributors and developing new distributors to increase the availability of brand in new market.
- ⇒ Initiating and developing sales promotional activities and visibility plans.
- ⇒ Enhancing market communication to sustain and improve brand image.

EDUCATION

- ⇒ **PGDM (Full Time)** specialization in **MARKETING** and **Advertising** FROM **Institute of Marketing and Management (IMM), New Delhi in 2007.**
- ⇒ **M.Sc. (Distance learning)** (Software Technology and Management) From **MS UNIVERSITY, CHENNAI** in 2008.
- ⇒ **MBA (E- Learning)** in **International Business & Marketing** from **PRESTON UNIVERSITY (USA)** in 2010.
- ⇒ **B.Sc. (Food Technology)** from Meerut University, Meerut (U.P.) in 1999.
- ⇒ **COMPUTER KNOWLEDGE-** SIEBALCRM,E-COMMERCE,ERP,MS-OFFICE,INTERNET,MS Access-2007,SPSS

PERSONAL DETAILS

- ⇒ Date of Birth: 8th Feb 1980
- ⇒ Permanent Address: WZ-34, Street No. 14, Vikaspuri
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