

# Cheetal Surolia

Email: [suroliac12@gmail.com](mailto:suroliac12@gmail.com) | Mob. No.: 9584400253 | Age: 28 years

**Specialization: Marketing & Operations Management**

**LinkedIn:** <https://www.linkedin.com/in/cheetalsurolia/>

## ACADEMIC QUALIFICATION

PGDM	2017	T A Pai Management Institute, Manipal	6.18/10
B.E Electronics and Instrumentation	2013	Shri Vaishnav Institute Of Technology And Science, Indore	65.28
Class XII	2009	M.P.B.S.E.	77.40
Class X	2007	C.B.S.E.	82.20

## PROFESSIONAL EXPERIENCE

ICICI Prudential Life Insurance Company Ltd	Brand Marketing Manager	Sept 2017 – Present
<b>Roles &amp; Responsibilities</b>	<ul style="list-style-type: none"><li>Assisting senior leadership for developing the overall marketing strategy</li><li>Planning, developing and executing multimedia national campaigns</li><li>Conducting market research with research agencies to understand consumer needs and behavior</li><li>Crafting value propositions on the basis of consumer insights</li><li>Strategizing and coordinating with cross-functional teams like Product, Compliance, Legal etc. for driving marketing agendas</li><li>Planning and creating the content strategy for the brand's social media channels</li><li>Conceptualizing, developing and executing digital marketing campaigns</li><li>End-to-end strategizing and management of influencer marketing campaigns</li><li>Managing SEO activities for iciciprulife.com</li><li>End-to-end management of external agencies – creative, PR and media for driving campaigns</li><li>Overseeing development and timely delivery of creative materials</li><li>Tracking and preparing campaign performance reports for presentation to senior management</li></ul>	
Sudha Industries	Business Development Executive	July 2014 - May 2015
<b>Roles &amp; Responsibilities</b>	<ul style="list-style-type: none"><li>Generating leads for selling of product and converting leads into business</li><li>Organizing various activities of B2B sales, client prospecting, negotiation and acquisition</li><li>Maintaining professional relationship with distributors and whole sellers</li><li>End to end complaint &amp; issues management and taking care of logistics</li><li>Performing Market research to identify trends and competition</li><li>Preparing sales plan and achieving targets set by the company</li></ul>	
IPCA Laboratories Ltd	Automation Engineer	Dec 2013 - Jun 2014
<b>Roles &amp; Responsibilities</b>	<ul style="list-style-type: none"><li>Monitoring and maintaining instruments, PLC and SCADA systems in plant</li><li>Handling new project installations</li><li>Analyzing performance lapses and recommending new instruments and systems</li><li>Strategizing outsourcing processes for the plant</li><li>Supervising installations of instruments in new plant</li></ul>	

## INTERNSHIP EXPERIENCE

NOVONOUS Business Consulting Pvt Ltd	Market Research Analyst	Apr 2016 - Jun 2016
<b>Project 1 Title:</b>	<b>Commercial Vehicles Market in India 2016-2020</b>	
<b>Project 2 Title:</b>	<b>Global Mining Equipment Market 2016-2020</b>	
<b>Project 3 Title:</b>	<b>Global HVAC Market 2016-2020</b>	
<b>Roles &amp; Responsibilities</b>	<ul style="list-style-type: none"><li>Analysis of Indian Commercial Vehicles Market   Global Mining Equipment Market   Global HVAC Market</li><li>Projecting the future growth rate through primary and secondary research</li><li>Identifying future trends, key pain areas, growth drivers and inhibitors</li><li>Coordinating and Interviewing with the industrial experts for recommendations</li><li>Formulating comprehensive and sustainable strategies based on research</li><li>Profiling of the key players and substantiating it with industry specific reports</li></ul>	

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## PROJECTS UNDERTAKEN

Team Lead	Eros Now   Brandscan	May 2016 - Jan 2017
<ul style="list-style-type: none"><li>Leading a team of 7 members and SPOC for client company and student body</li><li>Designing the questionnaire, research objectives and disguised games for market research conducted for Eros Now</li><li>Coordinating and conducting disguised market research for Eros Now in Manipal</li><li>Implementing statistical tools and analytics for the data collected through market research fair</li></ul>		
Consultant	Stree Shri Shakti Yojana (Karnataka Govt.)	Aug 2016 - Oct 2017
<ul style="list-style-type: none"><li>Deeply understanding customer needs and requirements</li><li>Responsible for identifying and researching on the problems associated with the project</li><li>Interviewing different stakeholders and analyzing the situation at the grass root level</li><li>Recommending suggestions and future plan of actions to the customer based on research and analysis</li></ul>		

## AREAS OF INTEREST

**Brand Management | B2B Marketing | B2C Marketing | Sales Management | Consumer Behavior |  
Marketing Research | Digital Marketing | Data Analytics | Quality Management & Six Sigma**

## ACHIEVEMENTS

- Cleared Regional level of Infosys Ingenious and Qualified for National round in TAPMI
- Runner up in Marketing quiz "Effulgence" conducted in FMCG conclave MPOWER 2016, TAPMI
- Won Annual sports tournament "Speed 2016" and "Speed 2017" as member of Invin6
- Played for Indore Nodal football team for an year

## INTERESTS & HOBBIES

- Active and highly interested in sports like football, cricket, volleyball, table tennis and swimming
- Keen interest in art activities like drawing and painting