

HIMANSHU SETHI

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Career Objective: To get a challenging job in a healthy and competitive work environment where I can utilize my skills, experience and knowledge efficiently by putting my individual expertise and can help My Team & Department unite to achieve the organizational goal through our positive attitude, performance and Experience.

Versatile Manager specializing in Overall Marketing Activities and skilled at planning, implementing and overseeing key improvements to drive business growth and efficiency. History of cultivating an open culture with free exchange of information. Pursuing new professional challenges with a growth-oriented company.

Professional Summary:

- Capitalized on industry and marketplace trends to strategize marketing solutions and enhance business operations.
- Compiled product, market and customer data to forecast accurate sales and profit projections.
- Developed creative sales tools, including presentations, trend reports, kitted assets, and product data sheets.
- Media Management, which includes Web and mobile advertising strategies allocating budget and planning the campaign for the launches.
- Devised and deployed online marketing plans with effective SEO, social media and viral video campaign strategies.
- Improved and boosted brand image by implementing focused marketing campaigns and engaging in professional networking to support outreach.
- Evaluated hiring, firing and promotions requests.
- Built brand awareness and generated leads while managing internal and external marketing campaigns and programs.
- Used critical thinking to break down problems, evaluate solutions and make decisions.
- Assessed all phases of product lifecycle, including identifying and recommending opportunities for changes to unit stakeholders.
- Developed innovative and targeted collateral to support overall branding objectives.
- Reduced marketing costs by streamlining marketing roles, leveraging communications materials, monitoring budgets, and developing protocol.
- Worked closely with all product development departments to create and maintain marketing materials for sales presentations and client meetings.
- Directed successful search engine marketing campaign that used solid linking, technical and keyword research tactics.
- Provided digital marketing solutions to all types of businesses.
- Engaged online audiences by placing strong focus on sales process support and responding to inquiries and comments timely and knowledgeably.
- Devised strategies and roadmaps to support product vision and value to business.
- Managed team who develops marketing content such as blogs, promotional materials and advertisements for social media.
- Developed high-impact creative projects from concept to completion, including trailers and promotional content for company campaigns.
- Negotiated vendor contracts and services to meet budget requirements.
- Managed campaigns with specific focuses in order to meet customer needs and creative visions.
- Recruited, hired and trained candidates with eye for performance.
- Collaborated with outside agencies to manage project progress and milestones.
- Revamped work strategies and processes to accomplish agency objectives.
- Developed strategic communication and marketing plans.
- Researched industry trends and evaluated competitive products.
- Motivated team members to continuous improvement in promoting and selling target products.
- Cooperated and worked closely with communications team to develop marketing strategies to boost brand awareness.
- Coordinated with social media, public relations and other departments.
- Developed campaigns and specific marketing strategies for clients.
- Tracked key metrics and developed spreadsheets.
- Planned and executed events and marketing programs.
- Helped customers in determining design and layout of sold and spec ads.
- Developed strong relationships with advertisers and negotiated pricing following established procedure

- Sold non-traditional advertising in niche publications, commercial publications, digital platforms, and direct mail formats.
- Conducted market research to attract clients in new territories.
- Increased brand awareness through creation of innovative print and digital productions for major publications.
- Utilized effective marketing techniques to increase brand recognition.
- Maximized ROI of advertising campaigns through continual analysis of performance, response-rates and results.

Skills:

- Digital Marketing – Strategy Making & its Implementation.
- Well versed with Digital Analytics, Monitoring & Reporting.
- Campaign Management.
- Bringing Producers on board for OTT / Serials, Movies Channel.
- Film Content Promotions / Film Making Process
- Played an active part in casting of some advertisement print shoots, commercials
- Brand Consultant.
- Online Brand Reputation Management.
- Brand Strategy Manager.
- Collaborations & Budgeting
- SMS, Whatsapp Marketing
- Managing Team of Creative's & Designers.
- Handling SEO Team.
- Team Management.
- Client Relationship Management.
- Managing Internal and External Communication.
- Offline Advertisement.
- Media Management.
- Reputation Management through overall Marketing.
- Manager - Event Management, ATL, BTL, TTL Activities.
- Vendor Management

Work History:

➤ Senior Manager Marketing: 11/2018 to 12/2020 Funmall Productions – Faridabad, India

- Planning and execution of marketing projects and campaigns, ideation and creation of collaterals and distributing them in various media and social platforms.
- Promoting products and services in digital space.
- Handled Reality shows based on Dance, Singing and Acting telecasted on local channels.
- Handled Movie Projects from Script writing till Release process.
- Content Promotions for OTT Platforms.
- Bringing investments for Web-Series, Movies for OTT Platforms.
- Promotion of OTT Platforms.
- Media Buying Strategy, allocating budget and planning the digital marketing & Offline marketing campaigns including ATL and BTL Activities.
- Developed creative sales tools, including presentations, trend reports, kitted assets, and product data sheets.
- Developed innovative and targeted collateral to support overall branding objectives.
- Built brand awareness and generated leads while managing internal and external marketing campaigns and programs.
- Improved product marketing objectives by constructing communication initiatives and branding strategies to increase client outreach.
- Devised and deployed online marketing plans with effective SEO, social media and viral video campaign strategies.
- Reduced marketing costs by streamlining marketing roles, leveraging communications materials, monitoring budgets, and developing protocol.
- Oversaw reporting functions to executive leadership.
- Discussed SEO needs and optimized strategies for short- and long-term campaigns.
- Collaborated with senior sales, engineering, and other business development executives to create best practices marketing initiatives and media positioning for vertical markets.
- Worked with marketing teams to create, deploy and optimize effective campaigns for various clients.
- Transformed corporate website and social media platforms to better engage customers and promote sales.
- Assessed marketing copy, art comps and final designs and compared with established specifications.

- Prepared Marketing reports weekly, by collecting and summarizing sales data.
- Managed large-scale projects and initiatives including, introducing new systems, and processes to support attainment of challenging objectives.
- Worked with SEO teams to create, deploy and optimize effective campaigns.
- Developed and implemented Strategic marketing plans to drive sales, profit and brand objectives.
- Evaluated hiring, firing and promotions requests.
- Represented company and brand while responding to social media inquiries.
- Created and maintained new marketing campaigns, brand promotions and product lines.
- Managed and monitored marketing campaign progress with web analytics.
- Devised strategies and roadmaps to support product vision and value to business.

➤ Senior Manager: 07/2018 to 10/2018
Mobilotte Technologies – Delhi, India

- Used critical thinking to break down problems, evaluate solutions and make decisions.
- Identified issues, analyzed information and provided solutions to problems.
- Created plans and communicated deadlines to ensure projects were completed on time.
- Conducted research, gathered information from multiple sources and presented results.
- Developed and implemented marketing plans to drive sales, profit and brand objectives.
- Developed strategic marketing communications.
- Collaborated with vendors, suppliers.
- Assessed all phases of product lifecycle, including identifying and recommending opportunities for changes to unit stakeholders.
- Managed team of 20 people and oversaw all multi-regional sales plans.
- Oversaw reporting functions to executive leadership.
- Updated system information, making appropriate changes to all documentation.
- Managed large-scale projects and initiatives including, introducing new systems, and processes to support attainment of challenging objectives.
- Evaluated hiring, firing and promotions requests.
- Prepared Marketing reports weekly, by collecting and summarizing sales data.
- Distributed advertising and marketing collateral digitally.
- Planned and executed events and marketing programs.
- Developed insights on marketing campaigns to assess performance against goals.
- Aligned activities with corporate objectives by coordinating marketing, sales and IT processes.
- Built, implemented and enhanced national marketing initiatives to maximize outreach and sales.
- Worked with SEO teams to create, deploy and optimize effective campaigns.
- Captured new customers by optimizing business strategies and launching products to diversify offerings.

➤ Project Manager: 08/2012 to 06/2018
Funmall Productions – Faridabad, India

- Managed multiple large scale projects.
- Identified plans and resources required to meet project goals and objectives by setting realistic timelines and checkpoints.
- Developed implementation methodologies to rein in project costs while meeting key milestones.
- Developed and initiated projects, including managing costs, schedule and performance.
- Arranged for and rolled out company projects and programs that supported company's function.
- Drove team success through shared vision and recognition of quality performance.
- Modified and directed project plans to meet organizational needs.
- Built upon communication system and devised initiatives, resulting in desired organizational goal.
- Determined priorities in the project and key milestones.
- Administered yearly budget.
- Managed workflow for the project.
- Developed strategic marketing communications, including championing consumer benefits, clarifying market positions and identifying audiences for the clients.
- Managed team of 50+ people budget of 25 lakhs per quarter for overall marketing strategy.
- Collaborated with vendors.
- Motivated staff for overall organizational goals.
- Evaluated Hiring, Firing and Evaluation of Promotional Requests.
- Developed and implemented Strategic marketing plans to drive sales, profit and brand objectives.

➤ **Social Media Executive: 06/2011 to 07/2012**
Quasar Media Pvt. Ltd – Gurugram, India

- Provided Digital Marketing Solutions to businesses.
- Drove digital and enterprise collaboration across functional teams, focusing on delivery and continuous process improvement.
- Outlined omnichannel channel goals across brands and digital platforms, including store systems, web, and mobile marketing systems.
- Created and facilitated online contests to retain members and attract new members.
- Planned and instituted social media marketing plan for airtel Africa.
- Created videos and managed YouTube channel to strengthen company reputation.
- Managing and Analyzing Social Media Activities for the Brands.
- Drove brand awareness by developing online marketing campaigns.
- Promoted successful outcome of web development strategy by aligning consistent brand messaging and visual designs across all digital outlets.
- Client Management – Social Media Report Generation and Monitoring.
- Content Writing for Brands on Social Media Platforms.
- Query Handling of Customers from Brand's end.
- Set clearly defined goals to drive major business initiatives, including increased customer retention, sales, online presence, brand awareness and website or social media traffic.

➤ **Social Media Co-ordinator & New Client Acquisition: 10/2009 to 05/2011**
ADG Online India Pvt. Ltd – Delhi, India

- Engaged online audiences by placing strong focus on sales process support and responding to inquiries and comments timely and knowledgeably.
- Utilized techniques such as cold calling, networking and prospecting to develop new leads.
- Identified target market and key segments through in-depth analysis of markets and related trends.
- Monitored online presence of company's brand to engage with users and strengthen customer relationships.
- Revamped website, increasing daily visitation on the website.
- Devised strategies and roadmaps to support product vision and value to business.
- Developed marketing content such as blogs, promotional materials and advertisements for social media.
- Drove digital and enterprise collaboration across functional teams, focusing on delivery and continuous process improvement.
- Created and facilitated online contests to retain members and attract new members.
- Increased customer engagement through social media.
- Improved page content, keyword relevancy, and branding to achieve search engine optimization goals.
- Represented company at various industry events, meetings and conferences to solidify existing and new client relationships.
- Established new business opportunities with targeted clients through prospecting, networking and closing techniques.
- Created robust client development plan to engage markets and meet sales and profit objectives.
- Generated and followed up on leads by making contact with prospects and creating interest in company.
- Executed and managed daily client development activities, including client visits, inside phone sales and national marketing campaigns, increasing client base
- Led presentations to promote company products and services, both in-person and online via webcam.
- Demonstrated products and specific features at customer locations and special events.
- Developed and utilized reports to assist leadership with key decisions and outperformance of operational targets.

➤ **PRO Trainee: 01/2009 to 06/2009**
Zee Turner Pvt. Ltd – Noida, India

- Worked with marketing department on branding strategies.
- Developed campaigns to increase public awareness of company and engage customers.
- Communicated with media weekly to build relationships and optimize press coverage.
- Generated and implemented media pitches
- Established and communicated editorial and brand guidelines to all communicators in the organization.
- Maintained proactive media relations program by distributing news releases for placement, building strong relationships and monitoring all forms of media.
- Executed social media plans to create cohesive online presence, including social media platforms.
- Wrote press releases for routine use and crisis management.
- Coordinated press releases and handled press inquiries.

Trainings Undertaken:

- **Organization:** S.A Consultants and Freight Forwarders.
- **Exposure to:** Logistics, Marketing and Sales.
- **Key Learning:** Export and Custom Clearance Procedure adopted.

- **Organization:** ABB (Asea Brown Boveri), Faridabad
- **Exposure to:** Human Resource Management.
- **Key Learning:** Interviewing Techniques.

Presentations and Achievements:

- Participated in various activities in Inter-College Competitions like: Pitch, Spontaneity Matters and Dialogue in Post Graduation.
- Topper in Visual Basic 6.0 Programming Language in First Year of Graduation.
- Secured 1st Position in Visual Basic 6.0 Programming Language as a Team Leader at College Level in Graduation.
- Topper in Organizational Behavior in Final Year of graduation.
- Secured First Position in Ad Mad Show in Graduation.
- Secured First Position in Extempore in Final year of Graduation.
- Organized functions like: Foundation Week of M.D University and Fresher's Party.
- Secured Second position in Group Discussion in Graduation.
- Secured Second position in Extempore in Graduation.
- Secured Second position in IQ Test in Graduation.
- Represented School in Science exhibition for two consecutive years and went to next level of the competition.
- Represented Delhi region in National Science Exhibition in Assam (Guwahati, Assam)

Academic and Professional Qualifications:

- M.B.A (Foreign Trade-2007-2009) from International Institute of Foreign Trade & Research affiliated to DAVV University, Indore (MP) with 70% in aggregate.
- BBA (Computer Aided Management) from D.A.V. Institute of Management, affiliated to MD University, Rohtak Faridabad with 68% in aggregate.
- Passed A.I.S.S.C.E (12th) in 2004 from C.B.S.E. Board with 64% in Aggregate.
- Passed A.I.S.S.E (10th) in 2002 from C.B.S.E. Board with 60% in Aggregate.

Personal Details:

Father's Name: Mr. M.L. Sethi

Mother's Name: Mrs. Sushma Sethi

Date of Birth : 11th June 1986

Gender : Male

Marital Status: Married

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Place: FARIDABAD

Name: HIMANSHU SETHI