



Ravindra Upadhyay

(Deputy Brand & Communication Manager
(International Marketing))

CONTACTS



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DOB: 15/05/1987

EDUCATION

2020 – 2021

PGDM IN MARKETING

WELINGKAR INSTITUTE OF MANAGEMENT

2005 - 2008

Bachelor of Arts - Mumbai University

SOFTWARE SKILLS

Expert in Coral Draw, P.S &
other Photo editing tools

SAP & Salesforce

ABOUT ME

With over 13 years of experience in Marketing and Brand Building, I am a seasoned and analytical Marcom specialist. Possessing excellent interpersonal skills and a strong team player, I hold a PGDM in Marketing from Welingkar Institute of Management.

WORK EXPERIENCE

Tirth Agro Technology Pvt Ltd (Shaktiman)

July 2023 - Present

Deputy Brand & Communication Manager
International Marketing

RESPONSIBILITIES:

Strategic Campaign Management:

- Designed and executed successful multi-channel marketing campaigns, driving substantial growth in brand visibility and engagement.

Trade Shows and Conferences:

- Orchestrated the company's participation in industry events, including dealer meets, trade fairs, and exhibitions nationwide.
- Managed a dealer meet in Sri Lanka with 500 participants, overseeing logistics and collaborating with PR and event agencies for execution.
- Successfully coordinated AgriTechnica Hannover Germany 2023 Exhibition, from stall booking to execution, incorporating virtual reality for product experience and receiving positive feedback.

Social Media and Campaigns:

- Managed LinkedIn and Facebook pages, running effective campaigns to generate inquiries.
- Oversaw agencies for video shoots, photo shoots, artwork and fabrication, ensuring projects were completed on time and within budget.

Product Development and Branding:

- Played a key role in shaping product development strategies, refining pricing models and executing successful product launches.
- Crafted compelling promotional collateral, consistently reinforcing and elevating the brand image.

Budget Management:

- Effectively managed a marketing budget of INR 8 crore, optimizing resource allocation for cost savings without compromising campaign effectiveness.

Brand Identity Enhancement:

- Implemented brand consistency across all marketing materials, enhancing brand recognition and alignment.
- Managed relationships with PR agencies for strategic communication and brand promotion, ensuring cohesive messaging across digital and print channels.

SKILLS

Marketing Strategy:

- Experience in developing comprehensive marketing strategies for global and national markets.
- Proven track record in brand promotions and vendor development.

Design and Creativity:

- Proficient in designing effective marketing materials that align with brand objectives.
- Creative approach to visual elements in marketing.

Budget Management:

- Strong skills in budget planning, allocation, and management, handling budgets of over \$10 million annually.

Global Market Expertise:

- Extensive experience in navigating and succeeding in both international and national markets.

Interpersonal Skills:

- Excellent interpersonal skills to effectively collaborate within teams and foster positive working relationships.

Analytical Abilities:

- Strong analytical skills for strategic decision-making and data-driven marketing approaches.

April 2014 – July 2023

Sr. Executive – Marketing

Balkrishna Industries limited (BKT Tires)

Engaged in Marketing with a focus on Designing, Brand Promotions, and Vendor Development for Brand Merchandise in the Global Market (both International and National).

Successfully managing a budget of over \$10 million per year.

RESPONSIBILITIES:

Strategic Marketing:

- Developed and executed impactful marketing activities aligned with corporate and brand directives, reflecting both local and international priorities.
- Ensured consistent corporate brand messaging across all channels.
- Accountable for generating communication materials.

International Collaboration:

- Liaised with international teams in Europe and the USA for planning and developing promotional merchandise designs, annual marketing meets and vendor development.

BTL Activities:

- Planned and executed below-the-line (BTL) activities for the region, enhancing brand visibility through outdoor displays, in-shop branding and POP display material.
- Coordinated company participation in trade shows and conferences, managing projects from conception to execution, resulting in increased brand awareness and lead generation opportunities.
- Organized dealers' meets, trade fairs and exhibitions across the country, overseeing booth design, fabrication and providing on-ground support.

Vendor Management:

- Managed relationships with advertising, PR agencies, designers, printers and vendors, from design stage to dispatch.
- Conducted vendor negotiations and coordinated with international markets for the purchase and distribution of promotional materials.

Digital Management:

- Supported digital marketing efforts and special campaign projects managed centrally.
- Created social creative aligning with corporate, brand and product key messages and unique selling propositions (USPs).

Budget Oversight:

- Prepared, managed and monitored the yearly department budget, providing regular updates to the Head of Marketing.
- Coordinated with BKT Europe for various promotional merchandise designs, annual marketing meets and vendor development.

SKILLS

Team Player:

- Proven ability to work collaboratively within teams to achieve marketing and brand-building goals.

Communication and Marcom:

- Proficient in Marcom (Marketing Communication) with the ability to convey brand messages effectively.

Vendor Relationship Management:

- Successful management of vendor relationships for brand merchandise development.

Leadership:

- Demonstrated leadership qualities in driving marketing initiatives and achieving business objectives.

Results-Driven:

- Proven track record of achieving results in marketing, including increased brand visibility and successful promotions.

Sales Support and Coordination:

- Assigned work to sales personnel for organizing various events and exhibitions.
- Successfully achieved numerous goals and organized PR events, dealer meets and distributor events, consistently delighting participants and contributing to the growth of BKT.

ATL/BTL Activities:

- Managed ATL and BTL promotions, including print media, large-scale events and other tactical initiatives.
- Handled celebrity accounts for brand promotions, including Sunny Deol, Dabboo Ratnani and Ranveer Singh.
- Promoted international market development by coordinating with the BKT Europe team.

Event Management:

- Conducted and executed dealers' meets at top-class hotels in different states.
- Created purchase orders and maintained a vendor register for payment and smooth event functioning.
- Managed various press conferences during new product launches.
- Negotiated and handled vendor relationships for IPL Sponsorship on a yearly basis.
- Coordinated international events such as SPL, Rugby WC, Monster Jam and Football, creating artwork for each event.

Major Projects:

- BKT Official Tyre Partner in IPL T20 League for four consecutive years.
- Successfully organized events for new plant inauguration in Bhuj (640 Acre), new branch inauguration in Plant and celebrated the 10th anniversary in Greece.
- BKT Official Tyre Partner in PRO KABADDI League.

July 2010 –April 2014

Assistant Team Leader

Power Weave Software Solutions

RESPONSIBILITIES:

- Determining marketing objectives and preparing Quarterly budgets.
- Planning marketing activities in conjunction with company's growth plan and working out strategies to execute the plan.
- Client Relationship management and Exclusive Team handling
- Renovating Bitmap logos & Replicas to vector
- Generating new Template designs
- Coordinating US based clients for design projects, prints via purchase order of required templates
- Exclusive Designing of Artworks and Prints in Illustrator & Corel Draw