



AKHIL DAHIYA

RETAIL MARKETING MANAGER

CONTACT

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Indirapuram, Ghaziabad

CORE COMPETENCIES

Marketing Strategy

Brand Management

Traditional Marketing (ATL, BTL & Promotions)

Product & Retail Store Launch

Social Media Marketing

Marketing Communications

Budget Management

Market Research

Competitive Analysis

Analytical Skills

Team Management

PERSONAL PROFILE

Marketing and Communication professional with 9 years of experience in Marketing Strategy & Management, Brand Management, ATL, BTL and PR. spread across industries such as Luxury Retail, Aviation, Consulting Services and Tiles & Sanitary ware.

WORK EXPERIENCE

FOREST ESSENTIALS - NOIDA

May 2024 - Present

RETAIL MARKETING MANAGER

- Developed Brand-Aligned Campaigns focusing on **enhancing in-store traffic**.
- Building brand loyalty** through seasonal campaigns, product launches and in-store experiences.
- Leveraged customer insights to create cohort-specific targeting campaigns allowing us to upsell and cross sell.
- coordinated cross functionally (Social media, website, CRM team) to create integrated marketing campaigns and brand experiences.
- Partnership development with like-minded premium brands (Birkenstock, Orra, FTV Salon) to develop co-marketing strategies.
- Budget management & ROI tracking

ORRA FINE JEWELLERY - DELHI

Jan 2023 - May 2024

REGIONAL MARKETING MANAGER, NORTH

- Undertaking marketing / customer study to understand the brand positioning, trends, insights, gaps and strengths to create **annual marketing plan/calendar** for the region.
- Implemented the brand strategy by leading brand and product campaigns (including creative development, campaign roll out planning and execution across relevant media channels and points of sale). Resulting in over-achieving of walkin targets by 12% (YTD).
- 22% increase in new customer base in sept over April; & 28% increment in new-to-total customer ratio in the same period.
- Campaign Planning, Execution & **Performance Monitoring** - Capturing the performance of the branding initiatives / campaigns vis a vis the plan and took action for course corrections as per the requirements.
- CRM** - Leading the CRM for the region. Executed a targeted campaign for Dormant, Lapsed & Lost bucket customers with a win back ratio of nearly 4% and a sizeable contribution in overall sales.
- Partnership Development** - Implemented regional and city specific collaboration strategy with related brands (Max Fashion, Shoppers stop, Looks Salon, Meena Bazar etc) aligning with the business goals. Giving us a ROI of over 2600%.

CERTIFICATIONS

- Marketing Analytics, Coursera
- Marketing Attribution and Mix Modelling, LinkedIn
- Google Analytics for Beginners, Google Analytics Academy
- The Fundamentals of Digital Marketing, Google Academy

EDUCATION

- MBA, Marketing
University of Mysore, Bangalore
2012-2014
- PGDBM - Retail Management,
IIBS, Bangalore
2012- 2013
- BBA
Rajasthan University, Jaipur
2009 - 2012

- **Budget Management** - Effective allocation, utilization of budget and monthly/quarterly reconciliation. Handling an annual budget of nearly 4Cr.
- **Team Handling** - Leading a team of 17 marketing executives ensuring store level execution and smooth rollout of marketing efforts & POS.
- **Agency/Vendor Management** - For all ATL, BTL or digital needs aligned with the business requirements..

SPICEJET LTD. - GURUGRAM BRAND MANAGER

May 2022 - Jan2023

- Strategize and execute integrated marketing communication encompassing Brand Communication for Social Media channels, Website, Print and Outdoor.
- Enabled **Competitor Analysis** by identifying and tracking competitors' marketing strategies on different social media platforms.
- **Social Media Marketing** - Created content calendar and communication strategy for engagement & community building resulting in community growth on IG of over 8% (from 282k followers to 305K) in 2 months - all organically.
- Collaborating with **creative and digital agencies** and other stakeholders for requirement gathering and final output delivery.
- **Managing the event end-to-end**, from creative development to on-ground execution, social media promotion for new flight & station launch, primarily with the Ministry of Civil Aviation and Airport Authority.

MALABAR GOLD PVT. LTD. - NOIDA

Dec 2019 - May 2022

ASSISTANT MARKETING MANAGER - NORTH REGION

- Executed entire **marketing and branding** initiative for the **North & East region** (Delhi NCR, PB, HR, UP, CG, Bihar & WB), with the marketing budget of Rs. 27 Cr for a targeted turnover of about Rs. 1300 Cr (21-22 FY).
- Developed integrated marketing and advertising efforts to increase walk-ins, sales and revenue, bringing us a **42% increase in customer base** (from average 26 bills per day to 37).
- Planned and executed various **market research** for the company's expansion in new cities and states.
- Crafted and carried out a comprehensive **launch strategy** for the brand in new cities & states while successfully **launching 13 stores in 7 new cities** thereby **expanding the network by over 216% (from 6 stores to 19)**.
- Contributed in the **revenue growth** of about 300% (from 300 Cr to 1250 Cr.) as a result of right marketing mix and brand expansion.
- Developed and oversaw the strategic marketing and promotional plans for **new product (Zoul, Elara, Viraaj, Verza etc) roll out**.
- SPOC for **marketing budget** allocation, reconciliation and recasting.
- **PR** planning and strategy for all the store launches, new product / campaign launch, **CSR** initiatives etc.
- Performance monitoring of each store as per the key metrics & Evaluation of **ROI** for the regional marketing activation and initiatives.
- **Agency Management** - Managed and handled all marketing agencies - Media, BTL, Collateral development.

FRANCHISE INDIA BRANDS LTD. - DELHI

ASSISTANT MARKETING MANAGER

Oct 2017 - Nov 2019

- Assisted in marketing activities for Franchise India across India.
- Organized 20+ across India Level **B2B events** in a month, handled BTL activities and activation for the same.
- Ensuring positive ROI from all such events.
- **CRM** used for **Lead Management**- Generation, Mapping and Tracking.
- Driving **digital campaigns**, SMS & E-mail marketing; Branding.
- Ideate, Built and Designed digital marketing strategy and Identified trends and insights to **optimize the spends and performance**.

UNIQUE INTERTRADE PVT. LTD. - BANGALORE

ASSISTANT MANAGER - SALES & MARKETING

July 2014 - Oct 2017

- Developing and executing weekly, monthly and annual strategic plans.
- **Channel sales** management and business development.
- Ensuring **in-store branding** and updating it as per promotional requirement.
- Designing and executing season-wise, store-wise campaigns to drive sales.
- Handled the existing dealer network and on-board new vendors.
- Coordinated for overall margin growth and pricing management across products to reach **financial KPIs**.