

# SUNNY PARMAR

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## ~ BRANDING, MARKETING, ACADEMIC DELIVERY, PROJECT MANAGEMENT ~

A competent 14 year professional with experience in managing Brand Management and Marketing functions encompassing academic delivery & education, Promotion, ATL & BTL activity, Digital Marketing, PR, Client Relationship Management & Team Management. Presently associated with **RBMI- Marketing Head**. Vast experience in Branding, Business Analysis, Business Modeling, and Data Modeling with good knowledge in Reengineering concept. Experienced in increasing positive attitude, developing profitable and productive business relationships, coordinating with decision-makers, building an extensive client base, and market development; Skilled in breaking new avenues & driving revenue growth and proactively conducting opportunity analysis by keeping abreast of global trends. Adept in developing relationships with key decision-makers in target organizations for revenue. Comfortable interacting with multiple levels of organization, management and staff from different locations. Team-based management style and good interpersonal & communication skills.

### PROFESSIONAL BACKGROUND

Jan'24-Till Now

**RBMI Group of Institution**

**Marketing Head**

- ⇒ Organize Event/Seminar in Mall, School, University and Colleges. Take care of Branding and Promotion activity for College.
- ⇒ **Strategic Planning:** Develop and implement long-term marketing strategies aligned with the institution's goals and vision.
- ⇒ **Brand Management:** Oversee brand positioning and ensure consistent messaging across all platforms.
- ⇒ **Digital Marketing:** Lead digital marketing initiatives, including SEO, SEM, social media, and email marketing campaigns.
- ⇒ **Content Development:** Create engaging content for promotional materials, websites, and social media channels.
- ⇒ **Market Research:** Conduct market analysis to identify trends, competitors, and target demographics to inform marketing strategies.
- ⇒ **Budget Management:** Manage the marketing budget, ensuring effective allocation of resources to maximize ROI.
- ⇒ **Collaboration:** Work closely with academic departments, admissions, and external partners to enhance marketing efforts.
- ⇒ **Team Leadership:** Recruit, train, and mentor the marketing team, fostering a collaborative and results-oriented culture.
- ⇒ **Performance Analysis:** Monitor and analyze marketing performance metrics, adjusting strategies as needed to achieve goals.
- ⇒ **Event Management:** Organize and promote events, webinars, and open houses to engage potential students and stakeholders.

March "22-Dec"23

BYJU'S

Marketing Manager

- ⇒ Develop lead generation campaign/program strategy, objectives, goals, metrics, and define best practices, standards and processes to drive successful customer acquisition and current customer upsell opportunities.
- ⇒ Plan, develop and implement marketing strategies in the market to achieve the designated brand's objectives.
- ⇒ Collaborating with marketing team for the executing of a huge budget nationwide campaign (Discovery School Super League) School activity.
- ⇒ Manage and execute brands across online (Digital) marketing platforms as per brand guidelines and Oversee new and ongoing marketing and advertising activities.
- ⇒ Maintaining various marketing key performance matrixes - CPA, CPL, Revenue, and ROI.
- ⇒ To drive effective ATL & BTL and corporate communication: School Engagement, New Paper advertisement, Seminar/Webinar.
- ⇒ Brand placement in Schools/Mall/Metro, OOH, Local print/Media.
- ⇒ Work closely with the Centre Managers & AVPs to establish a robust inbound lead generation engine that runs on a well-planned approach and collaborate with other team members working on brand initiatives
- ⇒ Directed regional effort in the offline Marketing and Discovery School Super League Campaign(School activity) by tying up with several media agencies like TOI, Hindustan times.
- ⇒ Translate brand elements into plans and go-to-market strategies.
- ⇒ Responsible for recruitment, training, managing and leading agencies, interns and on ground team members to ensure seamless delivery of lead.
- ⇒ Monitor the competition in the regions in terms of ATL/BTL activations, pricing analysis.
- ⇒ Coordinating with various internal and external stakeholders including Center head, marketing managers, sales team etc.

June "18 - Feb"22

Three Zero Inc

Brand/Marketing Manager

### **Key Role**

- ⇒ Conceptualization, designing, printing and dispatching of Marketing Collaterals on a Quarterly basis in co-ordination with creative and communication agencies plus as per specific regional requirement.
- ⇒ Monitor the competition in the regions in terms of ATL/BTL activations, pricing analysis, product comparisons and Manage and execute brands across online platforms as per brand guidelines
- ⇒ Handling the Online Marketing (Digital Marketing) and Online Reputation Management of the Brand (Face book & Instagram ) ,Google Ads,SEO and Co-ordinate with Vendor for printing all types of collateral within the specified timelines.
- ⇒ Worked closely with Clients in the development and launch of company website site including, graphic design, Digital Marketing and layout and delivered under budget and on time, while reducing expenses.

- ⇒ All branding solutions under one roof starting from logo designing, to website development, brochure designing, digital marketing to developing Animation Company or Product Videos to electronic media advertisement.
- ⇒ Create a rapport with each client in order to sustain good working relations and Preparation of marketing calendar alignment with the Marketing plans and Align the company around the brand's direction, choices and tactics.
- ⇒ Work directly with CEO to develop marketing plans and initiatives to increase sales, brand awareness, and to execute all marketing functions.

*March'15 – May'18 "*

**Strands Group of Company**

**Brand/Marketing Manager**

**Key Role**

- ⇒ Handling the Online Marketing and Online Reputation Management of the Brand (Face book & SEO) and Co-ordinate with Vendor for printing all types of collateral within the specified timelines.
- ⇒ Launch **Strands App** into the Market and Prepare Marketing Calendar for marketing activity like ATL & BTL and Devise innovative growth strategies.
- ⇒ Conceptualization, designing, printing and dispatching of Marketing Collaterals on a Quarterly basis in co-ordination with creative and communication agencies plus as per specific regional requirements.
- ⇒ Organize Event/Seminar in Hotels, Mall, School, University and Colleges. Take care of Branding and Promotion activity for Company and Execute Marketing Activities ( ATL and BTL Activity)
- ⇒ Oversee the production of newspaper and magazine advertisements,PR, direct mail packs, email campaigns, websites, exhibition stands, road shows and liaising with art designers, copywriters,media buyers and printers.
- ⇒ Reduced annual media spending by 16% through negotiating with TV, Press release, radio, newspaper vendors and Measure and report performance of marketing campaigns, and assess ROI and KPI.
- ⇒ Direct corporate communication, PR agency, media relations, Press release, corporate positioning, product launches, advertising,sales collateral ,tradeshaw marketing and Collaborate with other team members working on brand initiatives.
- ⇒ Worked closely with agencies in the development and launch of company website site including, graphic design, copy, and layout and delivered under budget and on time, while reducing expenses.
- ⇒ Work directly with CEO to develop marketing plans and initiatives to increase sales, brand awareness, and to execute all marketing functions.
- ⇒ Strategically involved in the development of products and services, defining targets, budgets and goals and initiated new marketing procedures and policies to enhance customer experience within the retail establishments.

*Aug'13 – Feb'15*

**Jetking Infotrain Ltd**

**Brand/Marketing**

**Key Role**

- ⇒ Overseeing complete business & operations in the institutional and corporate with accountability of profitability, forecasting monthly/ annual sales targets, & executing them in a given time frame.
- ⇒ Handling the Online Marketing and Online Reputation Management of the Brand(Face book & SEO) and Co-ordinate with printers for printing all types of collateral within the specified timelines

- ⇒ Organize Event/Seminar in Mall, School, University and Colleges. Take care of Branding and Promotion activity for Company and Execute Marketing Activities ( ATL and BTL Activity)
- ⇒ Planned and coordinated school and university events and displayed marketing materials at the events
- ⇒ Developed and corporate communication, multi-channel print,PR, radio, television, direct marketing campaigns and Monitor market trends, research consumer markets and competitors' activities.
- ⇒ Wrote catalogs and training brochures that enhanced the sales reps' understanding of complex product features and helped them sell more effectively
- ⇒ Led market launch of new products. Corporate communication, PR agency, Press release, collaborated with digital team and created campaigns
- ⇒ Leveraged strengths in cost-effective marketing management and vendor negotiations
- ⇒ Conceptualization, designing, printing and dispatching of Marketing Collaterals on a Quarterly basis in co-ordination with creative and communication agencies plus as per specific regional requirements.

*July'11 - Aug'13*

**CMS infosystem Pvt.Ltd**

**Marketing Executive**

**Key Role**

- ⇒ Overseeing complete business & operations in the branches with accountability of profitability, forecasting monthly/ annual targets, & executing them in a given time frame.
- ⇒ Conceptualization, designing, printing and dispatching of Marketing Collaterals on a Quarterly basis in co-ordination with creative and communication agencies plus as per specific regional requirements.
- ⇒ Planned and coordinated company events and displayed marketing materials at the events
- ⇒ Wrote catalogs and training brochures that enhanced the sales reps' understanding of complex product features and helped them sell more effectively
- ⇒ Organize Seminar/Event in Universities and Colleges. Take care of Branding and Promotion activity for Company and Execute Marketing Activities ( BTL Activity).
- ⇒ Conceptualization, designing, printing and dispatching of Marketing Collaterals on a Quarterly basis in Coordination with creative and communication agencies plus as per specific regional requirements.

*June'04 - May'05*

**Shervani Hospitalities Ltd.**

**Crew Member**

**Key Role**

- ⇒ Provide customers with a quick and accurate service and show sensitivity to their individual needs, both from behind the till as well as in the dining areas.
- ⇒ Food Preparation and cooking the wide variety of food we offer involves using a broad range of equipment and tools. They need to produce orders to a consistently high standard and understand that quality control is vital.
- ⇒ Cleanliness and Hygiene requires thorough training in order to maintain our high standards. Before they start, they learn to use a variety of cleaning utensils and chemical cleaning products along with the correct protective equipment.

Project - Market Research for India News and comparative study with other news

### ACADEMIC CREDENTIALS

- ⇒ **MBA(Marketing and International Business)** from Rai Business School.
- ⇒ **Bachelor of Arts** from Delhi University.
- ⇒ **Diploma in Hotel Management** from Delhi institute of hotel management.
- ⇒ Intermediate From Kendriya Vidyalaya
- ⇒ High School from Kendriya Vidyalaya

### EXTRA CURRICULAR ACTIVITIES

- ⇒ Participation in International Conference on Crystal ball grazing-Management practices beyond recession in Rai Business School
- ⇒ Participation in College Competition of Netaji Subhash Institute of management.

### PERSONAL DETAILS

<b>Sex</b>	:	Male
<b>Marital Status</b>	:	Single.
<b>Interest</b>	:	Public Relationship, Travelling, Music, Movies.
<b>Language Known</b>	:	English, Hindi.
<b>Country</b>	:	India
<b>Home Address</b>	:	119, Antariksha Apartment, H-Block, Vikas Puri, New Delhi, India
<b>Date of Birth</b>	:	17 Dec 1984