

Prithick Ganguly

DEPUTY MANAGER BRAND
SEEKING A CHALLENGING ROLE
IN BRAND MANAGEMENT

Details

Married
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DATE OF BIRTH
01/05/1987

NATIONALITY
Indian

LinkedIn

<https://www.linkedin.com/in/prithick-ganguly>

Skills

- Brand Management
- Strategic Management
- Competitor & Market Analysis
- Team Handling
- Media Planning
- Media Buying
- Digital Marketing
- Influencer Marketing
- Agency Coordination
- ATL Planning & Execution
- BTL Activation

Languages

- English
- Hindi
- Bangla

Professional Summary

Experienced Deputy Manager Brand with **12+ years** in digital marketing, specializing in paid and organic media, ATL planning, budgeting, and TVC development. Skilled in managing **₹30 crore+** marketing budgets, executing campaigns across ATL, BTL, and digital platforms, and driving brand visibility. Proficient in competitor analysis, e-commerce strategy, and data-driven insights to deliver measurable growth.

Work Experience

Deputy Manager Brand at Abdos Consumer Care Limited, Kolkata MAY 2022 — PRESENT

- Brand Promotion Leadership:** Lead comprehensive brand promotion strategies across **ATL, BTL, Digital, and e-commerce** channels, driving visibility and engagement while optimizing resource allocation for maximum impact.
- Competitor & Market Analysis:** Conduct in-depth competitor analysis and market research, continuously refining marketing strategies to ensure the brand's competitive edge and align with evolving market dynamics.
- Performance Reporting & Strategic Forecasting:** Oversee detailed performance reporting and forecasting, providing management with actionable insights to guide brand strategy, sales goals, and market positioning.
- Management Reporting & Forecasting:** Prepare comprehensive reports for senior management, detailing brand performance, identifying future needs, and providing accurate forecasts to guide strategic decision-making.
- Annual Marketing Budget Planning:** Manage the development and execution of the annual marketing budget, ensuring effective allocation of resources across all channels (ATL, BTL, Digital, and e-commerce) to meet business objectives and maximize ROI.
- Creative Campaign & Product Launches:** Lead the conceptualization and execution of TV commercials (TVCs) and other promotional materials across multiple channels, ensuring consistent brand messaging. Track and analyze new product launches, recommending strategies to optimize sales performance.
- Digital Strategy:** Develop and implement innovative digital advertising strategies, expanding the brand's digital footprint.
- Brand Visibility Enhancement:** Conceptualize and execute targeted promotional campaigns across multiple channels to boost brand visibility and market presence, aligning with strategic goals.

Marketing & Ecommerce Manager at Pee Cee Cosma Sope Limited, Agra MAY 2021 — MAY 2022

- Strategic Campaign Development:** Designed and executed marketing campaigns to boost brand awareness and drive customer acquisition, aligning with business goals.
- Cross-Departmental Collaboration:** Worked closely with marketing and sales teams to enhance content marketing and develop cross-promotional strategies for improved market reach.
- Data-Driven Insights:** Analyzed marketing data to uncover trends and provide actionable insights, guiding future marketing decisions and optimizing campaign effectiveness.
- BTL & On-Ground Activities:** Planned, budgeted, and executed Below-The-Line (BTL) and on-ground activities across key target markets to strengthen brand engagement.
- Creative Content Management:** Oversaw the creation of social media posts and advertising collateral in collaboration with external agencies, ensuring alignment with brand messaging.
- E-commerce Strategy Management:** Managed e-commerce sales and advertising campaigns, driving revenue growth and online market expansion.
- Competitor Analysis & Strategy Development:** Analyzed competitors' marketing activities, shaping strategic routes to maintain a competitive edge.
- Digital Media Insights:** Leveraged competitor and customer insights on digital platforms to refine marketing strategies and improve campaign performance.
- Budget Management:** Managed the advertising and promotional budget, ensuring cost-effective allocation of resources for optimal results.
- Agency Collaboration & Negotiation:** Negotiated and communicated with agencies to develop new brand promotion activities and enhance market presence.
- Brand Merchandising:** Led the development and procurement of brand merchandising materials, reinforcing brand identity and recognition.

Brand Executive at Mahesh Edible Oil Industries Limited, Agra

NOVEMBER 2017 — MAY 2021

- **Annual Marketing Budget Planning:** Developed and managed the annual marketing budget for nationwide activities, ensuring resource optimization and alignment with strategic goals.
- **In-House Show Management:** Led the planning, execution, and management of "Kachchi Ghani Kitchen," a mustard oil-based cooking show, enhancing brand engagement through content creation on platforms like YouTube ([Salonimustardoil](#)).
- **Brand Strategy Development:** Defined and implemented comprehensive brand strategies, including setting style guides, brand guidelines, vision, and value propositions for both short-term and long-term objectives.
- **Integrated Communications Planning:** Directed the planning and execution of communication strategies across all media platforms, including online, OTT, and offline, ensuring consistent brand messaging.
- **Media Negotiation & Spot Buying:** Negotiated spot buying and partnerships with entertainment media houses to enhance brand exposure and optimize media spending.
- **Agency Collaboration:** Negotiated and coordinated with agencies for the planning and execution of new brand promotion activities, ensuring innovative and effective market engagement.
- **Creative & Production Oversight:** Collaborated with creative and production houses to review and approve TVC scripts, ensuring alignment with brand values and messaging.
- **Product Development Support:** Assisted in product development, pricing strategies, and new product launches, contributing to market expansion and revenue growth.
- **Brand Merchandising:** Led the development and procurement of brand merchandise to reinforce brand identity across various platforms.
- **Sales Forecast & Financial Analysis:** Conducted in-depth analysis of sales forecasts and financial data, providing detailed reports on product performance.
- **New Product Development & Marketing:** Directed the design and development of new products, curating streamlined marketing plans to ensure successful product launches.

Lead Digital Marketing Trainer at High Born Group Pvt. Ltd, Agra

JANUARY 2017 — OCTOBER 2017

- **Curriculum Development & Management:** Designed and managed the course curriculum for advanced certified digital marketing courses, ensuring alignment with industry standards and learner needs.
- **Orientation Program Management:** Oversaw the orientation process for new students, facilitating their transition into the program and providing essential information on course expectations.
- **Instruction in Digital Marketing Disciplines:** Delivered engaging classes in various digital marketing areas, including SEM, SMM, Email Marketing, YouTube Marketing, Inbound Marketing, and Website Creation, fostering a comprehensive learning environment.
- **Certification Exam Administration:** Conducted examinations for Google, Inbound, and Facebook certifications, ensuring a rigorous assessment of students' knowledge and skills.
- **Seminar Coordination:** Collaborated with the marketing team to organize seminars at various schools and colleges across Agra, promoting digital marketing education and awareness.

Digital Marketing Executive at WERT Technology, Agra

FEBRUARY 2013 — JUNE 2016

- **Social Media Strategy Development:** Created and executed engaging social media strategies that cultivated audiences, increased online presence, and enhanced brand awareness across platforms.
- **Campaign Performance Monitoring:** Monitored and analyzed the success of social media campaigns using media analytics, KPIs, and dashboards to measure effectiveness and inform adjustments.
- **Business Development Support:** Assisted the business development team in crafting compelling proposals within the digital marketing segment, contributing to client acquisition and growth.
- **Search Engine Marketing Management:** Managed day-to-day SEM activities, including campaign planning, implementation, budget oversight, performance

- reviews, and optimization of paid search campaigns to maximize effectiveness.
- **Campaign Reporting & Analysis:** Generated detailed reports on campaign performance, providing in-depth analysis of keywords, ad copy effectiveness, bounce rates, and other key metrics.
- **ROI-Focused Digital Marketing Strategy:** Formulated and executed digital marketing strategies aimed at delivering optimal ROI, focusing on cost-per-click and other performance metrics to enhance campaign efficiency.

Marketing Executive at India Mart Intermesh Limited, Gurgaon

OCTOBER 2010 — DECEMBER 2012

- **Customer Targeting & Product Sales:** Identified and targeted relevant customer segments to effectively promote and sell products, enhancing sales performance.
- **Client Catalogue Coordination:** Collaborated with the development division to finalize and update the client catalogue, ensuring accurate representation of products and services.
- **Database Management & Lead Generation:** Updated and maintained the customer database to optimize lead generation efforts, fostering a pipeline of potential sales opportunities.

Achievements

- **2023:** Conceptualized and executed a successful TVC with a comprehensive ATL strategy.
- **2022:** Launched Doctor Care Liquid Dishwash and Doctor Clean Liquid Detergent for GT and e-commerce marketplaces.
- **2021:** Launched "90 Days, 90 Recipes," a Facebook Live kitchen show leveraging nano influencers.
- **2020:** Initiated OTT campaigns on MX Player, VOOT, Hotstar, and Sony Liv, boosting brand visibility.
- **2019:** Executed impactful ATL campaigns on national news channels, achieving success during elections and Durga Puja.
- **2019:** Created and launched "Kachchi Ghani Kitchen," a YouTube cooking show driving engagement and awareness.

Education

MBA, International Management Centre, New Delhi

APRIL 2009 — MARCH 2011

B.Sc, Agra University, Agra

APRIL 2004 — MARCH 2007

Intermediate, Holy Public School, Agra

APRIL 2003 — MARCH 2004

IT Skills

- Google Advertisement
- Meta Advertisement
- YouTube Advertisement
- Google Analytics

Certifications

- Google Advertisement
- Google Analytics

Signature:

Date: