



**Sparsh Mishra | Contact: 9559999048 | e-mail: sparshmishra@gmail.com**

As a consummate professional with a proven track record in marketing management, I am eager to contribute my strategic expertise and innovative approach to a leading organization of repute. My ability to analyse market trends and lead cross-functional teams has allowed me to navigate dynamic landscapes and achieve measurable results. I am excited about the opportunity to contribute my skills to a forward-thinking organization that values innovation and strives for excellence.

### **Profile Summary**

A competent professional with more than 7 and half years of experience in:

- ~ Marketing Operations and Communications
- ~ Brand Management
- ~ Competition Analysis
- ~ Marketing Strategy and Brand Positioning
- ~ Digital Marketing
- ~ Channel Management
- ~ Project Management
- ~ Client Servicing

- Hands on experience in charting out marketing strategies and contributing towards enhancing business volume & growth and achieving profitable norms
- Skilled in handling pricing strategies, competitor and market analysis, new product roll-out and targeted marketing
- Expertise in managing development and implementation of promotion plans and handling brand communication
- An effective communicator and team leader with strong analytical, problem solving & organisational abilities

### **Area of Expertise**

- Building brand focus and handling appropriate media selection for advertising campaigns
- Framing strategies for establishing greater awareness about company and its products
- Co-ordinating with advertising/digital agencies for developing communication plans based on specific media objectives
- Conceptualising and executing sales promotions & schemes to increase the brand visibility
- Conducting competitor analysis by keeping abreast of trends and competitor moves

### **Organisational Experience**

- **Wildpunch Design and Digital (Lucknow, U.P.)**

Designation: Client Servicing cum Senior Marketing Manager | Duration: May 2023 – Current

- Key Responsibility:
  - Project manager for all real estate clients of the company
  - Collaborating with diversity of professionals, including senior management, vendors, sales teams, PR agencies, ad agencies, and nonprofit organizations
  - Collaborate with cross-functional teams, including creative, content, and digital marketing teams, to develop and execute integrated marketing campaigns
  - Develop and execute strategic plans, set, and administer budgets, and manage projects from inception to successful completion
  - Drafting documents such as contract letters, proposals, marketing plans etc.
  - Serve as the primary point of contact for assigned clients, building and maintaining strong relationships and ensuring high levels of client satisfaction
  - Develop and execute strategic marketing plans, including but not limited to digital marketing, branding, lead generation, and social media campaigns
  - Manage budgets and timelines for marketing initiatives, ensuring projects are completed on time and within budget
  - Conduct market research and analysis to identify new market opportunities and develop strategies to target them
  - Analysing campaign data and report on campaign effectiveness, making recommendations for future optimizations
  - Provide regular updates to clients on campaign progress and performance, and proactively identify and address any issues or concerns.

- **Uttar Pradesh Schedule Caste Finance and Development Corporation (Balrampur, U.P.)**

Designation: Assistant Manager (District In-charge) | Duration: February 2019 – March 2021

- Key Responsibility:
  - Executing and delivery of government schemes to the selected section of populous
  - Leading a team of Block Level officers in the district to ensure successful deliverance of schemes
  - Nodal officer for PMAGY, co-ordinating with other government departments of district for on ground execution of the project including surveys, data collection, report generation and analysis

- **Rishita Developers Pvt Ltd (Lucknow)**

Designation: Marketing Manager | Duration: July 2017 – February 2018

- Key Responsibility:
  - Planning, Managing and Executing activities like Branding, Advertising and Sales promotions on Online and Offline Platform
  - Managing Sales Collaterals in a timely and cost-effective manner
  - Coordinating with vendor and agencies in getting the marketing deliverables
  - Briefing, guiding and finalizing of creatives for Marketing Campaigns across various mediums

- **Exide Life Insurance Company Limited (Regional Office - Lucknow)**

Designation: Marketing Lead - Regional | Duration: November 2014 – August 2015

- Key Responsibility:
  - Sole point of contact for Central region comprising UP East and UP West, Uttarakhand, MP, Bihar and Jharkhand areas for all Marketing activities, deliverables and communication along with Branding and Brand Management
  - Assisting the Sales function through activities like Advertising and Sales promotions, Market research and Event management with a view to development / increment of business
  - Providing full support to the Sales force in recruitment activities and in maintaining a high level of constant and continuous activation
  - Managing Sales Collaterals for the Area in a timely and cost-effective manner
  - Monitoring the effective use of budgets allocated for In-Market Activation as well as Sales Support
  - Act as the local coordinator for any national level marketing program and function as the single point of contact for all marketing activities

- **Sahara Prime City Limited (Head Office - Mumbai)**

Designation: Marketing Executive | Duration: August 2012 – July 2014

- Key Responsibility:
  - Handling marketing functions in North India and South India zone in coordination with the regional marketing teams
  - Creation and implementation of all Zonal/PAN India marketing activities
  - Plan and implement various promotions, events and campaigns to promote brand awareness
  - Activation of various brand communication via ATL/BTL platforms
  - Work closely with the agency on development of content and artwork for brand campaigns
  - Work with zonal teams & ensure timely and accurate implementation of brand and marketing communications
  - Undertake market visits to understand changes in competitor strategies & consumer expectations
  - Sourcing & Vendor Management
  - Played an active role in progress of the market feasibility study in the launch cities

#### Academic Details

- PGDM (2010-2012) in Marketing and IT from Jaipuria Institute of Management, Lucknow
  - Certification of Merit for Rank 1 in the IT stream
- B.E. (2004-2008) in Computer Science from Sanjivani College of Engineering, Kopergaon, Maharashtra, affiliated to University of Pune

#### Others

- Completed Fundamentals of Digital Marketing, Certification by Google
- Completed Google Analytics, Certification by Google
- Completed Digital Marketing Certification from HubSpot Academy, USA
- Completed Digital Advertising Certification from HubSpot Academy, USA

#### Personal Details:

Date of Birth: November 2, 1983 | Languages known: Hindi and English

Permanent Address: 1/67, Vijay Khand, Opposite Lohia Park, Gomti Nagar, Lucknow, U.P.