

BHAVIN H. DIWAN

Marketing Manager



Contact

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Skills

Operations support

Public and Media Relations

PeopleSoft

Market Positioning

Budgeting and Allocation

Budgeting and Allocation

Campaign management

A Multifaceted Marketing Manager with strong marketing technology background and expertise in multiple industries. Has designed and implemented multiple lucrative marketing campaigns in the FMCG industry. Superb communications skills and knowledge of marketing metrics.

Built deep understanding of target audience and competitors to develop effective marketing messages.

An early adopter of the latest industry trends and strategies, resulting in consistently fresh and creative ideas.

Successful in planning and managing largescale events and exhibitions in the FMCG sector. Proficient in relationship building and networking.

Work History

2018-04 - **Marketing Manager**

Current *Frigorifico Allana Pvt Ltd*

2015-05 - **Assistant Marketing Manager**

2018-03 *Frigorifico Allana Pvt Ltd*

Frigorifico Allana Private Limited is a part of the reputed Allana Group, the largest agribusiness group in India. Established in 1865, the Allana Group has been recognised by the Government of India as a Premier Trading House

Our associates, the IFFCO Group, headquartered in UAE, are an FMCG conglomerate worldwide.

London Dairy, Tiffany, Sunny, Pristine, Alfa, Al Baker are a few of the consumer brands from the house of IFFCO

Job Profile:

- Responsible for carrying out product management and Market research functions for tiles business unit
- Accountable for "Pristine" and "Alfa" brand and multiple SKUs of the same brand
- Developed a marketing strategy to meet business growth objectives
- Drive New Product Development funnel and innovation and renovation for all 3 verticals
- Developed strong understanding of customer behaviour and expectations in Bakery Fats and Bakery Ingredient division

Education

2003-01 - 2007-01

Bachelors of commerce

C.D.Deshmukh College of commerce & economics, Mumbai University

2003-01

HSC

C.D.Deshmukh College of commerce & economics, Mumbai University

2001-01

SSC

JM Rathi English School - Roha

2021-06

Certification: Fundamentals of Digital Marketing (Google course – completed in

2007-01 - 2009-01

Master's: business Administration – PGDBM Marketing

Guru Nanak Institute of management studies - Mumbai

- End to end digital media strategy creation, audience analysis, and content planning and media management across channels
- Co-ordinating marketing strategies with the sales, financial, public relations, and production departments & communication, promotions and implementation pan India
- Drive the ATL, BTL and direct marketing initiatives
- Prepare and monitor the marketing budget on a quarterly and annual basis and allocate funds wisely
- Oversee and approve marketing material, from website banners to hard copy brochures and case studies
- Manage outside agency resources effectively, including advertising, public relations and corporate communication efforts to capitalise on brand presence opportunities
- Guiding the day-to-day activities of the marketing team
- Develop segmentation and customer relationship models that better identify targets
- Responsible for complete ownership of product category from concept to go to market strategy
- Preparing report of marketing campaigns vs consumer patterns
- Co-ordination with sales teams and also sharing the competitor analysis with them.
- Manage leadership, events and tradeshow, business development support, and marketing campaigns
- Managed content creation across all categories like blogs, white papers, case studies, videos, etc

2012-07 -

2014-12

Assistant Marketing Manager

Puratos Food Ingredients Pvt Ltd

Puratos, the worldwide leader in the food industry, present in over 100 countries, provides innovative ingredients and tailor-made solutions to the bakery, patisserie & chocolate sectors

Puratos supplies the finest ingredients to the bakers, patissiers and chocolatiers and has been doing so for over 90 years

Software

Microsoft office

PowerPoint

Languages

English

Hindi

Gujarati

Marathi

Interests

Interacting with people from different cultures

Music

Painting

Travel

Cooking

Personal

Date of Birth: 26/8/1985

Marital Status: Married

Nationality: Indian

Passport: Valid

Our product range comprises Bread improvers, Specialty bread mixes, cake mixes, Custard mixes, Mousse mix, Fruit fillings, Glazes, Fruit compounds & Real Belgian chocolates

Job Profile:

- Accelerate the company's growth and achieve the budget turnover through establishing and executing marketing programs that directly contribute to sales, brand recognition and customer satisfaction
- Responsible for the marketing strategy of the subsidiary in terms of
- New developments, whether new products, new markets, new customers
- Optimising the performance of the sales team through promotions, samples, brochures, information, training and technical support
- Public Relations and communication activities

Key tasks:

- Assist in developing an annual business plan.
- Plan and execute an annual marketing plan tailored to each customer category: industrial, wholesalers, artisans and craftsman end-users
- According to the priority of focus products, plan and execute intensive promotional campaigns
- Co-ordinate new product development, launch and follow-up
- Develop and execute a cost-effective annual communications plan including public relations (Bakers association, trade schools, trade magazines) and advertising
- Established the information flow of products and services
- Developed and distributed cost-effective sales tools: collateral, visual and written materials, keeping the budget under control
- Co-ordinate with Sales, Innovation Center (Technical Advisors team), Product Development and Customer Service to achieve overall company goals
- Collect and update the relevant market data and statistics for research and analysis to develop the market opportunities and/or update the product mix

2009-10 -
2012-07

Brand Executive

Parag Milk Foods Pvt Ltd

Parag Milk Foods is one of India's largest private dairy foods companies (FMCG –fast Moving Consumer Goods) It markets products under popular brand names like Gowardhan, GO & Pride of Cows

Key Responsibilities:

- Led the Product lifecycle process for our brands Go Cheese and GOWARDHAN
- Synergised relations with Distributors, Retailers and Institutions for new products
- Developed marketing, sales, public relation, and financial plans for product line
- Prepared media planning & budgeting
- Conducted market research and tracked market trends.
- Produced competitive analysis materials
- New business development and long-term strategic initiatives.
- Monitored brand health metrics
- Handled all BTL activations (Exhibitions, Roadshows, Wet samplings, School sponsorship, Merchandising activation Pan India)
- Handling Go Fruit Dahi Kiosk at INOX Mumbai & Pune, Fame India (Concept Product sale)

2011-05 -
2011-07

INTERNAL PROJECT

Bandra To Andheri – Mumbai

- Successfully completed more than 38 exhibitions pan India
- Market research for Paneer, UHT Milk

GO and GOWARDHAN Movements:

- Completed 28 exhibitions Pan India for *Parag Milk Foods Pvt Ltd*

2008-05 -
2008-06

Management trainee

Mahindra Fin Smart