

Darakhshan A. Siddiqui

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Summary

Specialist with 5 years of experience in Marketing Communications, Advertising, PR, ATL, BTL activations, Brand Building. Good experience in Retail launches and Communication Campaigns

Currently working as Assistant Manager Marketing with experience in Event handling and Marcom.



Work Experience

Organisation : OAP
Designation : Assistant Manager
Duration : 2 years 2 month (15th May 2017 – till date)
Job Description : Involved in conceptualizing, developing and executing integrated marketing plan for all categories synchronizing brand objectives
Launching and continuous implementation of brand campaigns
Marketing calendar creation and budgeting
ATL & BTL campaign (Media Planning, Buying & Execution)
Competition analysis,
Social media brand research
Digital marketing knowledge (SEO, SEM, Social media)
Vendor Management
Maintaining monthly reports and event reports
(Currently handling brands like Nerolac, IDFC First Bank, M&M, Burger King, KFC, Pizza hut, Racold, ORRA etc)

Organisation : S & O Investments
Brand : R–City Mall (Ghatkopar)
Designation : Marketing Executive
Duration : 14 Months (14th March 2016 – 14th May 2017)
Job Description : Interacting with brands, agencies and retailers
Event conceptualization and Execution
Handling brand alliances
Vendor Management
Maintaining weekly and monthly reports
Training Manpower

Organisation : Hanjer Biotech Energies Pvt Ltd
Designation : Marketing Research Executive
Duration : 24 months (1st April 2011 to 31st March 2013)
Job Description : Investigating Market Activity
Evaluation of Performance of the products
Assessing future trends
Coordination with other department
Vendor Management
Maintaining monthly reports

Summer Project

Organisation : Gujarat Co-operative Milk Marketing Federation Ltd. - (Amul)
Title : Business Development of Amul Fresh Products with focus on Premium Dahi
Objective : To enhance the sales of Amul fresh products with various BTL activities and promotion for its new product Amul Premium Dahi.
Duration : 2 months (2nd May 2015 – 30th June 2015).

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Academic Projects

- Title : IVF : Perception & Future in Indian Healthcare Sector
Objective : To understand the perception of Indians about IVF treatment and its future in Indian healthcare sector
- Title : Live Industry Project for Siyaram's – Digital Marketing Plan for Oxemberg.
Objective : To increase the awareness and engagement through innovative digital marketing campaigns.
- Title : Marketing Plan for a Health Supplement.
Objective : To prepare marketing plan for a Health Supplement.

Achievements

1. Article published in Outdoor Asia 2018 on 'Prospective on the OOH Business'
2. Secured 1st position in Semester - 3 of MMS in Rizvi Institute of Management Studies & Research in 2016.
3. Secured 1st position under the category of Floral Arrangement in Kingdom Plantae in 2011.

Certifications

1. Participated Outdoor Asia Convention 2017 Marketing Quiz in 2017
2. Participated in 'Saksham' – The Annual Marketing Conference at RIMSR in 2015
3. Member of Induction Committee at RIMSR in 2014 & 2015

Hobbies

Reading, Travelling, Music and meeting new people

Academic Credentials

Course	Institute /Affiliating Board	Year of Passing	Percentage(%)
M.M.S.	Rizvi Institute of Management Studies & Research	2016	"A" Grade
B.Sc.	Ramnarain Ruia College	2011	63.8
H.S.C.	Maharashtra State Board	2008	69.0
S.S.C.	Maharashtra State Board	2006	73.6

Personal Information

Date of Birth	17 th June 1990
Marital Status	Single
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Address	A/301, Amrapali, Pirojsha Nagar, Vikhroli (East), Mumbai 400079.

Date: _____

Place: Mumbai.