

# PARVIND PRABHU

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Coimbatore, Tamil Nadu

## PROFESSIONAL SUMMARY

- Dynamic and versatile marketing leader with 13 years of experience spanning FMCG, Food, Retail, Engineering Products, and Consumer Goods industries. Proven track record of driving impactful branding initiatives, executing innovative marketing communications, product development and management and go-to-market (GTM) strategies to accelerate business growth. Skilled in experiential marketing and cross-functional collaboration to deliver measurable results.
- Strong expertise in managing budgets, executing integrated marketing strategies, and building brand equity in competitive markets. Passionate about creating innovative consumer experiences and driving long-term brand loyalty through effective marketing practices.
- I have travelled extensively in the field to interact with consumers and stake holders which helped me in formulating strategy.

## SKILLS

- Marketing Plan development
- Product development and management
- Digital Marketing
- UX/UI Collaboration for Campaign Design
- Branding & Creative development
- GTM Strategies
- Event & Experiential Marketing
- Brand Management
- Market Research
- Data Analytics
- Budget Management
- PR & Media
- Omni channel Marketing
- Sales Enablement
- Trade Marketing

## LANGUAGES

- **Hindi**  
Fluent
- **Tamil**  
Fluent
- **Malayalam**  
Advanced
- **English**  
Fluent

## CERTIFICATIONS

### Product development & Brand Management, IIM V

- Acquired skills in brand management, product development, consumer insights, and innovative marketing strategies.

### Brand Management, IIM B

- Equipped with strategic insights and innovative approaches to enhance brand equity and market presence

### E-Commerce Business

- Gained expertise in Managing online businesses, Focusing on SEO, product mgmt. And customer engagement strategies.

## WORK EXPERIENCE

### Deputy Manager, Marketing

SEPT 2017 - PRESENT | Walkaroo International Pvt Ltd., Coimbatore

With an annual turnover of INR 2,000 crores, the company is a prominent player in the foot wear manufacturing industry, specializing in PU (polyurethane) products with robust operations spanning 11 states across India, as well as the Gulf region, Bangladesh, Singapore, and Tanzania.

- Conceptualize and implement marketing strategy and prepare annual marketing plan in line with business objectives
  - Promotions: Market Development activities and Promotional strategy
  - Positioning & Scale-Up of Products through Market Research.
  - Pricing: Marketing Schemes & discounts, Price revision strategy.
- Launched three new products in School shoes, EVA, PU resulting in 9% increase in category revenue and penetration into 5000+ retail outlets with first two quarters.
- Additional revenue of 70 lakhs through price revision for specific product in PU category.
- New Market Identification & development through campaigns driving revenue growth up to 2.5Cr from a specific region in Uttar Pradesh.
- Organized promotional events to demonstrate products to various stakeholders including 700+ dealers, 15000+ Retailers.
- Demand Forecasting & Identification of New Business Prospects, Potential Products & markets through analysis of data from various sources.
- Branding decisions through feedback from internal & external customers to enhance customer's perceived value.
- Creating and implementing marketing communication and branding strategies in accordance with market demands including ATL, BTL, and TTL Marketing.
- Promotional budget was managed efficiently with savings of 12% annually.

### Assistant Manager, Marketing at Walkaroo International Pvt Ltd., Coimbatore

- Prepare an annual operating plan and oversee day to day management of brand activity.
- Sourcing and managing agencies, appropriate for key marketing functions BTL, ATL, Product photoshoot, Digital and Influencer Marketing.
- Exceeded the trade promotion activities' efficiency by automating the process with the creation of two essential software programs.
- To coordinate in creating artworks for logos, brochures, catalogues, booklets, magazine, face book page, promotions and company website.
- Conduct regular market visits to gather insights and keep a pulse on the market.

#### **Retail Division: - (COCO and FOFO stores)**

- I was instrumental in developing the business plan to start company-owned and franchised retail outlets.
- I created a profitable interior design concept that worked well and was applied to all 5 COCO and 12 FOFO stores, saving a substantial amount of money on store setup.

#### **Photography department Lead:-**

- Led a team of 3 photographers, managing 80-100 daily product shoots, ensuring timely delivery of high-resolution images for marketing, e-commerce, and branding, supporting multiple product launches.

## Senior Officer, Marketing

MAR 2013 - SEPT 2017 | C.R.I. Pumps Pvt Ltd., Coimbatore

One of the top engineering company with a turnover of INR 1300 Crores manufacturing Pumps, Pipes, Cables, Wires, Solar Pumping system with a global presence in more than 120 countries and across all states in India.

- Building brand awareness and generating innovative ideas to promote the brand/product
- Regular coordination with Ad agency for marketing collateral development
- Develop and distribute marketing collaterals and sales toolkits to assist partners in localized marketing efforts
- Develop innovative point-of-purchase (POP) displays based on specific market needs and feedback.
- Led exhibition planning efforts, including selecting relevant events, designing impactful exhibition booths, and overseeing the development of marketing materials.
- Regularly scheduled and conducted meetings with channel partners, service center, plumbers, and mechanics across India to keep them informed about product features and business goals, ensuring alignment and updated knowledge across all touchpoints
- Oversaw branch-level marketing initiatives to ensure alignment with the overall brand strategy, while equipping branches with the necessary tools and guidelines for effective local market engagement
- Implement digital marketing techniques and methods, such as content marketing, email marketing, social media advertising, SEO, and SEM.
- Worked closely with sales teams and partners to ensure seamless execution of marketing strategies, resulting in improved product adoption and revenue growth.
- Assisted in the successful launch of CRI Pipes and Wires product line by coordinating cross-functional teams, preparing go-to-market materials.
- Worked closely with the CSR department to ensure marketing efforts reflected the company's sustainability initiatives, improving brand image and consumer trust.
- Recruited and mentored four regional brand promotion staff, enhancing marketing activities across various states and significantly boosting local marketing efforts
- Keeping updated on market trends & analyzing consumer insights as well as competitor strategies.
- Optimized regional marketing strategies by leveraging local insights, increasing product visibility, and driving consumer engagement in key markets.

## Senior Brand Executive

SEPT 2012 – MAR 2013 | Trends in Vogue Pvt Ltd, CavinKare Group, Chennai

A prominent leader in the Health and Beauty industry, operating over 100 chain salons across all states in India.

- Conducted consumer research and focus group discussions (FGDs) to assess brand reach, customer satisfaction levels, and identify changing consumer needs
- Compiled and presented detailed market analysis reports to senior management, highlighting market trends, competitor activities, and potential areas of investment.
- Contributed to the development of a TV commercial by coordinating with creative agencies, assisting in scriptwriting and storyboard reviews, and ensuring alignment with brand messaging and campaign objectives.
- Gained basic understanding of loyalty program strategies and their role in customer retention and engagement.

## Band Executive

MAY 2011 - AUG 2012 | Suguna Foods Limited, Coimbatore

A leading player in the food products industry, the company offers a diverse range of items including Ready-to-Eat (RTE) meals, Ready-to-Cook (RTC) dishes, frozen foods, Eggs, Milk, Spices, Poultry feeds and Pet foods. Specializing in poultry products, Farms and Animal Feeds with an annual turnover of INR 10,750 crores.

- Supported the brand management team in developing marketing materials and brand strategies, contributing to increased brand awareness
- Assisted in the product launch of diet chicken and cattle feed lines by supporting market research, coordinating with sales and distribution teams, and assisting in the development of promotional strategies and launch events.
- Actively involved in the end-to-end process of new product development, from conceptualization to market launch, ensuring a cohesive and strategic market introduction
- Managed daily coordination with agencies and suppliers for promotions, point-of-purchase (POP), point-of-sale (POS) materials, product launches, and public relations activities, effectively boosting product awareness and contributing to significant business growth
- Assisted the Brand Manager in revamping existing brands and developing new ones, aligning brand strategies with market trends and consumer preferences
- Collaborated with senior brand managers on market research projects to analyze consumer preferences and market trends, particularly for the franchisee stores

## EDUCATION

### Master of Business Administration (M.B.A.) in HR & Marketing - attained a 75% academic grade.

MAY 2011 | SVS Institute of Management Studies, Coimbatore

- *Extracurricular Activities*
  - Coach of the college handball team, responsible for training, strategy development, and leadership.

### Bachelor of Science (B.S.) in Computer Science - attained a 58% academic grade.

APR 2009 | V.L.B College of Arts and Science, Coimbatore

- *Extracurricular Activities*
  - Represented the Tamil Nadu handball team from Coimbatore district, securing 3rd place at the 2008 South Zone Championship.
  - NCC Member: Participated in training programs and developed leadership and teamwork through participation in national camps & community services

### Higher Secondary in Commerce - attained a 72% academic grade.

MAR 2006 | Vivek Vidyalaya Higher Secondary School, Coimbatore

- *Extracurricular Activities*
  - Performed vigorously in sports and represented the school in zonal competitions.

### SSLC (Class X) - attained a 66% academic grade.

APR 2004 | Nirmala Matha Convent Higher Secondary School, Coimbatore

## **INTEREST**

- Passionate about acquiring and preserving historical artifacts, demonstrating keen research skills and historical knowledge. My Interest in this historical collection has featured in few newspapers.
- Photography (landscape, street, and product photography) proficient in DSLR and photo editing tools such as Adobe Light room.

## **REFERENCE**

- Upon request, I would be pleased to present professional references from previous managers and coworkers who can vouch for my credentials and work ethic.

I am excited about the opportunity to leverage my skills and I am eager to contribute to the success of your team and grow alongside your esteemed organization.