



Raviindra Ghiwari

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Result oriented Digital Marketing Professional with 10+ years of experience in Advertising industry having 360 degree branding exposure. My present position afforded me a well-rounded skill-sets, including Digital marketing, Google Analytics, Consumer insights, Content Strategy, Copy writing, Marketing Automation, Competitor Analysis, Campaign Management to achieve Marketing Objectives. Currently seeking for a challenging position where my skills can be utilized to full potential.

SKILLS & COMPETENCIES

- Digital Marketing
- Social Media Marketing
- Marketing Strategy
- Content Marketing
- Campaign Management
- E Commerce
- Market Research
- A/B Testing
- Competitor Analysis
- Consumer Insights
- Lead Generation
- SEO Analysis
- Google Analytics
- Content Strategy
- Email Marketing
- CMS (WordPress)
- Marketing Automation

RELEVANT EXPERIENCE (OVERVIEW)

FARMSTEAD (HOME STAY)

- Online Room Booking Portal creation with payment gateway setup
- Identified, Listed and Optimized home stay rooms on Top OTA sites after through research, also managed room bookings
- OTA listings optimized with over 90% content score adding potential features giving valuable information for online bookers

ANYTIME (NOODLES)

- CMS Website creation and Maintenance
- Social Media Designs and Promotions
- Recommended effective E commerce listing approach after in-depth SEO Analysis, Competitor Analysis, Online Grocery portal analysis, Keyword Research etc.

TRIDGE COMMERCE (E COMMERCE AGENCY)

- Delivered E commerce assignments for 10+ Amazon sellers through this Amazon Specialist Agency
- Product descriptions for 12+ product listings on Amazon.com
- Social media designs and Campaign management for Jay doll and Leather Wallet Center
- Product Research, Competitive Analysis, Keyword research, Product Review and Ratings etc.

MIRICYL.ORG (NGO, UK)

Website editing, Facebook Pixel creations, Google Tags, Google Ad-words, Google Analytics, Email Subscriptions etc.

THE UPS STORE (DETROIT MICHIGAN, US)

Web Analysis, Competitor analysis, Digital Marketing Strategy to promote the franchise UPS store at Detroit and neighborhood areas.

ARTISANS CREST (ART PORTAL)

Handled Social Media Creative and Marketing, E commerce Selling, Photography, Product Sourcing, Product Listing, Inventory Management, Lead generation, Nurturing Leads, Vendor Management, Logistics etc.

WORK EXPERIENCES

DIGITAL MARKETING MANAGER

ADISHWAR INDIA LTD.

12/2020 – Present

ADISHWAR is renowned consumer durable retail brand with strong presence across Karnataka for over 16 years.

Achievements/Tasks

- Lead the launch of a Adishwar Supermarket Stores across Bengaluru with Go-to-Market Digital Marketing Strategies
- Spearheading Content and Creative Strategies for Supermarket & Namkeen Retail Business Verticals since launches
- Recommended Digital Marketing plans to further establish of Adishwar Supermarket Stores in Bengaluru
- Designed Digital Marketing plan and strategies to launch Adishwar Supermarket Online Store (Ecommerce & Mobile Apps)
- Also responsible for ATL, BTL and Retail Communications of Adishwar Supermarket & Flipzee (Namkeen) Stores

MARKETING AND DIGITAL CONSULTANT SEONITICS ONLINE MEDIA (Founder)

04/2017 – 12/2020

Bengaluru, India

SEONITICS is a digital venture founded by me to offer effective Branding and Digital Marketing Solutions to Startups and SMEs.

Achievements/Tasks

- Lead the launch of a start-up Home stay with Brand Creation, Brand Building and Go-to-Market strategies within 3 months
- Spearheaded Content and Creative Strategy for 10+ Amazon Sellers with competitive analysis to optimize their listings
- Recommended Marketing plans and activities for 7+ startups to establish, enhance and distinguish Brand Positioning

FOUNDER AND PARTNER ADFLAVOURS

08/2010 – 03/2017

Bengaluru, India

ADFLAVOURS is my first creative agency with which I started my entrepreneur journey with after completion of my MBA.

Achievements/Tasks

- Won 1st project (big) from Mumbai based client with multi agency pitching for complete Re-branding of tissue paper brand
- Lead and involved in Marketing Collateral, Branding, ATL & BTL communications for 100+ clients of all sizes and types
- Responsible for winning 30+ new clients with Business Pitching and Presentation Skills resulting 20% increase in revenue

SR. ACCOUNT EXE. (BRAND COMM.) BEEHIVE COMMUNICATIONS

04/2008 – 05/2010

Bengaluru, India

Beehive Communication is a full Service Advertising Agency based out of Mumbai (Now Publicis Beehive).

Achievements/Tasks

- Helped Star Suvarna Channel to reach top 2nd most viewed Kannada GEC from 5th position as brand custodian
- Won my 1st 'Big Bang Award' for my concept idea given for a Radio ad to promote a movie on Star Suvarna TV channel
- Assisted senior account manager in creating retail advertisements for Total Mall and also coordinated for its publishing
- Handled a Panasonic brand shop towards creation of its ATL & BTL communications seasonally, at Bengaluru

BRAND COMMUNICATION EXECUTIVE IMAGIC CREATIVES PVT. LTD.

04/2006 – 03/2008

Bengaluru, India

Imagic Creative is a full service creative agency which is also a proud creative partner for ISRO for its marketing communications.

Achievements/Tasks

- Managed ATL & BTL assignments for Auma (MNC) including Magazine Ads, Corporate Branding, Marketing Collateral etc
- Handled few other clients like BEL, HMT, Triveni Turbines, ABB, Crane Software, Sanyo BPL, Pai International and so on
- Pitched and won few MNC clients like Hitachi Koki, Lapp India and Heidelberg Prominent as a part on new business development

CLIENT SERVICE EXECUTIVE FOURTH DIMENSION INDIA PVT. LTD.

04/2004 – 03/2006

Bengaluru, India

Fourth Dimension is a leading Retail Communication agency serving top FMCG brands in India.

Achievements/Tasks

- Responsible for Kwality walls brand make over project managing team of over 10 people at over 100 retail outlets across Bangalore where my work was recognized by Unilever as best retail branding project among other cities of India
- Handled top notch brands / clients i.e., Unilever, Britannia, Unibic Biscuits, Kwality Walls, Cadbury India, 3M India, ABB, Unilever, Coca Cola, ITC foods, PepsiCo India, McDowell's, Kellogg's, Frito-Lay, Maaza etc. to execute for their retail branding projects

EDUCATION

MBA in Marketing Annamalai University

2009 – 2011

Bengaluru, India

PGDBM in Marketing and Advertising Bharatiya Vidya Bhavan

2002 – 2003

Bengaluru, India

Bachelor of Business Management Bangalore University

1997 – 2000

Bengaluru, India