

Rudh*** Kapur

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Assignment in Digital Marketing, Brand Management and Channel & Campaign Management
Industry Preference: Automobile / E-Commerce

PROFILE SUMMARY

- Solutions-focused, meticulous and result-oriented professional with over 2 years of a successful career with diverse roles distinguished by commended performance and proven results
- Currently associated with Bajaj Auto Ltd. as Assistant Manager, Marketing Division and involved in all activities related to Digital Marketing, Campaign Management, Brand Management and Channel Management
- Proven track record of excellence with sound exposure to SPSS, Minitab, Google Analytics
- Successfully designed launch campaigns of Pulsar RS 200, Pulsar Adventure Sport
- An out-of-the-box thinker with a flair for identifying & adopting emerging trends & addressing industry requirements to achieve organizational objectives and profitability norms.
- Excellent interpersonal, communication and organizational skills with proven abilities in team management and planning

CORE COMPETENCIES

~ Search Engine Marketing (SEM)
~ Campaign Management

~ Search Engine Optimization (SEO)
~ Social Media Marketing

~ Brand Management
~ Channel Management

ORGANISATIONAL EXPERIENCE

Bajaj Auto Ltd., Location

May'13 – Present

Assistant Manager, Marketing Division, 2 Wh (Bursar and Ovenger)

Key Result Areas:

- Managing seasonal digital marketing brand campaigns including creative development, website refreshes and microsite development, newsletter marketing and all agency deliverables
- Creating engaging social media strategies and execution plans that cultivated audiences, increased web presence and enhanced brand awareness
- Monitoring the success of Social Media Campaigns through media analytics, KPIs, and dashboards
- Assisting the company's business development team in developing proposals within the digital marketing segment
- Evaluating the effectiveness of marketing programs, provided market analysis and insights to senior management
- Coordinated with Marketing and Sales teams as well as key agency media partners to gather information towards analysing efficacy and Return on Investment (ROI) of all brand management events
- Handling day-to-day Search Engine Marketing (SEM) activities including campaign planning, implementation, budget management, performance review, and optimization of paid search campaigns
- Reporting of campaigns with in-depth analysis on performance of keywords, ad copies, bounce rates, etc.
- Formulating digital strategy for delivering best ROI for campaigns on various result oriented matrices of cost per click
- Assisting the Senior Brand Manager in the development of short and long-term strategic plans including annual business plans, media, promotion and innovation pipeline strategy with P&L and budget responsibility

Highlights:

- Increased organic page views (30%) with reduction of bounce rates (-5 PP) on websites through site-content management & SEM analysis
- Initiated digital initiatives which led to three times increase in website visits and improved campaign click through rates (0.65% Vs 0.4% Average)
- Augmented market share of Uttar Pradesh East to 35000 average volume through 10 existing dealers and network expansion of 2 additional dealers
- Implemented Dealer Management System (DMS) to standardize Customer Relationship Management (CRM) and improve dealer productivity leading to increased retail

INTERNSHIP

Organisation:

Jaguar Land Rover, (Premier Car Division MATA Motors), Mumbai

Project Title:

Establish Framework for Setting up the Pre-Owned Car Business for RLJ in India

Period:

Apr'12-Jul'12

Description:

Developed business model for setting up the RLJ pre-owned car division and a predictive tool for calculating the residual value for pre-owned cars in the premium segment. A competitor analysis was conducted to identify the best and worst practices in the pre-owned car industry. The study involved a primary research in major markets of India to determine factors affecting pre-owned car purchase in the premium segment.

Highlight:

Project presentation was rated "Exceptional" by the Business Head of RLJ India which was given to only 10 projects among 142 projects.

ACADEMIC DETAILS

- MBA with specialization in Sales & Marketing from Symbiosis Centre for Management & Human Resource Development (SCMHRD), Pune in 2013 with 2.78 CGPA
- BE (Mechanical) from M.E.S College of Engineering, Pune, University of Pune in 2011 with 66.3%

IT SKILLS

- Knowledge of MS Office, SPSS, Minitab, Google Analytics and Internet Applications

PERSONAL DETAILS

Date of Birth: 6th July 1989

Languages Known: English and Hindi

Address: Flat no. B-1204, Roseville Apartments, Pimpri, Maharashtra