



# SRI PALLAVI KUMARI V

## CONTACT

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📍 Bengaluru

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## SKILLS

- Brand Management
- Product Management
- Vendor Management
- Digital Marketing
- Campaign planning
- Marketing planning
- Budgeting
- Branding
- NPD
- ATL
- BTL
- Market research
- Team Management
- Agency Management
- Brand Promotion
- Brand Communication
- E-commerce marketing
- B2B
- B2C
- D2C
- Online merchandising

## EDUCATION

**MBA, Marketing**  
Dec 2018 - Mar 2023  
**GITAM University**

**MSc, Microbiology**

## SUMMARY

Experienced marketing professional with a proven track record of success across leading organizations, including **Amazon, Himalaya Baby Care, Big basket Tata Co., and Cambridge University Press & Assessment**. Skilled in 360-degree marketing, I have consistently delivered results in terms of sales, market share, and customer satisfaction.

A driven and optimistic individual, I excel in delivering winning brand propositions and executing effective marketing strategies for national level launches.

## EXPERIENCE

### Marketing Manager

Mar 2023 - Oct 2023

#### Cambridge University Press & Assessment

- Lead and execute the South Asia marketing and communication (print and digital/online) strategic plans in alignment with the brand strategy for the region to ensure effective sales, growth, and generate revenue.
- Liaise and work closely with cross-functional teams of Business, publishing, Operations, and key strategic third-party partners in developing joined-up marketing strategies and campaigns.
- Build and develop BU marketing plans, campaigns, marketing budgets, and strategies & execute the targeted sales and marketing plans.
- Analyse market trends and growth opportunities, keeping up to date on demand and changes to requirements to develop strategies & to enter those segments. Present these to the key stakeholders.
- Manage market research projects and market intelligence strategy to help the leadership & sales group to better understand the global markets and develop future products.
- Manage full and cost-effective events, conferences, sponsorships, and exhibitions across South Asia for brand presence, revenue & new lead generation.
- Deliver the South Asia digital marketing and communication strategy for the unit aiming to increase, across all appropriate formats. Grow the Group's digital and online communication and product (e-books, apps social networks) working closely with the Digital marketing team.
- Overseeing the development of marketing collateral, such as brochures, websites, and advertising materials.

### Deputy Manager

Jan 2022 - Jan 2023

#### Big Basket (A Tata Enterprise)

- Managing the team in generating revenue, providing category insights and analysis including, external factors (market trend, share, growth, competition) & internal factors (change in brand mix, segment/category mix, region) to identify growth opportunities for top FMCG/CPG clients through Brand Intelligence across different product categories.

Apr 2011 - May 2013  
Jnana Bharathi Campus,  
Bangalore University

BSc, CBM  
Apr 2008 - May 2011  
H.K.E.S SVP Degree College

## LANGUAGES

English  
Hindi  
Kannada  
Tamil  
Telugu  
Malayalam

- Build & implement an E-commerce strategy to drive growth & profitability with subsidized pricing.
- Handle internal bidding & drive digital marketing campaigns on platforms.
- Joint Business Planning and alignment with the Brands for better fill and maximizing sales.
- Working closely with Brands to update the range and rationalize non-selling products.
- Analyse regional brand/SKU performance and plan for increasing the contribution of such brands.
- Brand pitch for new brand onboarding to the program with committed billing in the program.
- Working with Internal Stakeholders to ensure specific brands are listed.
- Developing and implementing marketing strategies and campaigns to promote products or services.

### Brand Development Associate Amazon

Sep 2019 - Dec 2021

- Focus on business growth by managing 450+ brands, generating sales, providing brand visibility & promotional activity of sellers in the program.
- Understand products and services offered by Amazon and articulate its features and benefits to brands and stakeholders.
- Develop and deliver brand- facing solutions to solve critical business challenges for sellers.
- Own the brand's growth and success within the program and continuously engage with sellers and internal teams to ideate new solutions for seller success.
- Analyse data with rigor and detail orientation, to identify and solve problems for brands on the program.
- Own and manage the integration of a portfolio of sellers and help them become self-reliant through basic training.
- Focus on brand development and exceeding the sales goals of brands. Accountable to meet business goals.
- Discovery of strategic business opportunities for brands through cross-function collaboration with category teams, sales teams etc.
- Ensure the removal of any roadblocks that hinder goal achievement with minimal supervision.
- Should capture the voice of customer and share customer pain points with the management team.

### Senior Product Associate The Himalaya Drug Company

Apr 2016 - Sep 2019

- Contribute towards the company's goals related to Sales and Business value.
- Major work involves brand activation in PAN India, Nepal and work with cross functional teams like Design Team, R&D, and Vendor Procurement Team, Training team, Finance team and sales Team for 3 divisions.
- Manage budget & execute allocated offline/online marketing plans.
- Develop product strategy and roadmap for products.
- Identify new product opportunities that reflect the needs of customers and the market through user research and discovery.

### Product Specialist The Himalaya Drug Company

Nov 2014 - Mar 2016

- Generate sales; create awareness, D2C activity in allocated territory.
- Plan and execute brand promotional events in top corporate hospitals for key stakeholders (Doctors, nurses, pharmacists, Stockists)

- Support PMT team in providing competitor insights and other marketing surveys.

### **Clinical Research Co-ordinator CDEC**

**Nov 2013 - Oct 2014**

- Exclusively POC to work on Type2 Diabetes-Causes, Prevention and Natural ways of bringing down effects of Diabetes Type 2 on Individuals with the project led by Japan & Asia.
- Regular follow-up with the cases, study reports & provide counselling of OPD patients for enrolment.

### **Anchor/Content Writer/Dubbing Artist Sri Sankara Channel**

**Nov 2010 - Oct 2013**

- Hosting program for spiritual-based reality and documented shows of recorded & live streaming.
- Content creation for allocated programs.
- Dubbing and voice-over for programs (Telugu, Tamil, Kannada).

## **CERTIFICATIONS & MILESTONES**

### **NCC 'C' & 'B' Certificate holder**

**Led the launch of first ever new category in India Himalaya FOR MOMS, and Rural division.**

**Received award for contributing to company sales on Himalaya Baby Care Unit reaching sales Milestone of 100,500 and 1000 crores**

**Training and Certification on Personality Development & leadership qualities.**

**Rewarded with the Gold Award for Soothing Body Butter FOR MOMS in the category of Mommy Care Products by Mother & Baby Magazine.**

**Rewarded with the Silver Award for Baby lotion in Baby category range by Mother & Baby Magazine.**

**Scored 1 st for the efforts at Amazon for driving Deal Creation Adherence Diwali 2020.**

**Scored 1 st for the efforts at Amazon for Highest A+ live during Diwali 2020.**

**Led the launch of first ever new category of Plus size apparels in the program.**