

Ankit Verma

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Consummate professional seeking management position in Marketing Operations/ Business development with a leading organization.

Profile Summary

A competent professional with over 6 years of experience in

- Marketing Operations
- Brand Management
- Business Communication
- Business Development
- Brand Promotion
- Training

- Expertise in managing development & implementation of promotion plans and handling communication for brands including all above the line and below the line activities.
- An effective communicator & team leader with strong analytical, problem solving & organizational abilities.

Organizational Experience

→Brand Manager

UCMAS (Universal Concept of Mental Arithmetic System)

August 2017- Present

About Organization

it is an Malaysian company which has been offered in India since 1999.

Current Work Profile

- Analyzing how brand is positions in the market and crystallize targeted consumer insights.
- Translating brand strategies into brand plans, brand positioning and go-to-market strategies.
- Coach the team and get best from everyone.

- Reporting daily to the CEO about the day activities and future planning.
- Monitor product distribution and consumer reaction.

→**Business Development Manager, Counselor, Training & Development
Institute Of Marine Studies And Research**

August 2012- July 2017

About Organization

it is an institute for providing marine training and placement to students.

Work Profile

- Contacting potential clients to establish rapport and arrange meetings.
- Increasing the value of current customers while attracting new ones.
- Developing quotes and proposals for client.
- Attending conferences, meetings and industry events.
- Training personnel and helping team members develop their skills.

Area Of Expertise

- ◆Managing marketing functions like product planning & roadmaps, consultation and business development.
- ◆Developing marketing strategies to build consumer preference and drive volumes.
- ◆Taking brand ownership and provide the vision, mission, goals and strategies to match up to.
- ◆Attend industry functions such as association events, conferences and provide feedback and information on market and creative trends.
- ◆Measure and report performances of all marketing campaigns, and assess against goals.
- ◆Brainstorm new and innovative growth strategies.

Academic Details

Bachelor Of Commerce (Foreign Trade)

2007-2010

Renaissance College Of Commerce And Management

Personal Details

Date Of Birth- 3rd April 1989

Address- 32/1, Apple Street Colony, Behind Cosmos Bank, South Tukoganj
Indore-452001

Hobbies- Watching Movies, listening songs, exploring places

Languages Known- Hindi, English

References

Mr. Ojasvi Gurnani
Insurance Manager (M.P/ C.G)
India bulls Home Loan

Mr. Neeraj Goel
Director
UCMAS (MP Head Office)

"Self-Trust is the first secret of success."