

PRASANTH KARUNAKARAN

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PROFILE

Highly committed strategic marketing professional with an MBA from UK and over 5 years of international experience delivering strategic marketing efforts for small to large organisations. Also, a digital native and integrated designer with a passion for digital marketing-communications from a 360° perspective. Skilled in managing multiple vendors and cross functional marketing teams for various clients. Experienced in initiatives related to market research and analysis, branding, print collateral, advertising, internet marketing, direct marketing, and event marketing. Broad industry exposure with a focus on advertising, handling brands such as American Express, McDonalds, Saudi Telecom Company (STC), Tawuniya Insurance, Doux Chicken, Kudu Sandwiches & Bakery, Paid'or to name a few. Previous experience include Entertainment and Fashion retail brands such as Fame Big Cinemas and Lee Cooper respectively.

The MBA broadened and enhanced my knowledge and skills, providing a holistic business awareness and has offered opportunities to work on live projects delivering strategic analysis and digital marketing solutions for various companies including Hewlett-Packard (HP) and Bitmore. Presently, looking forward to work in an organization that is responsive to contemporary market developments, and focuses on innovative processes to stay ahead of its competitors.

KEY SKILLS

- Strategic Business Planning ▪ Internet Marketing ▪ Social Media Management ▪ Advertising ▪ Designing ▪ Branding ▪ Public Relations
- Strategic Marketing ▪ Corporate Communications ▪ Team Management & Motivation ▪ Market Research & Analysis
- Web Content Management ▪ Web Analytics ▪ Agency / Vendor Relations

EDUCATION

MASTER OF BUSINESS ADMINISTRATION

University of Hertfordshire, United Kingdom | Concentration: *Business Strategy & Marketing*
Final Project Specialization: *Strategic Digital Marketing for Bitmore Ltd.* – Passed with Distinction

2011-2013

ADVANCED DIPLOMA IN DIGITAL MARKETING

UtalkMarketing.com

2010-2011

BACHELOR OF COMMERCE

University of Mumbai, India | Concentration: *Business Management*

2005-2008

HND (UK) IN ADVERTISING AND GRAPHIC DESIGN

Wigan & Leigh College (UK), Mumbai-India | Concentration: *Brand Identity Design & Photography*

2003-2006

WORK EXPERIENCE

BITMORE LTD. London-United Kingdom
Strategic Business Consultant

September 2012 – Present

Responsibilities:

- Conducted an internal and external market audit to identify the competitive position of the business in the market.
- Analyzed consumer trends & statistics to help identify target segment and product categories to enter as future sources of growth.
- Identified, developed, and launched new / existing concepts and products supporting the brand portfolio based on the research
- Developed marketing strategy and tactics, including the digital marketing plan, necessary to meet the overall financial goals.
- Reinstated brand identity and improved brand Awareness by implementing Strategic Digital Marketing Plan through *Search Engine Optimization (SEO), Search Marketing, Social Media Marketing (SMM), Content Advertising and E-mail Marketing.*
- Re-located and designed the e-store to reduce the operational cost and to improve the user experience.
- Provided strategic commercial input to the development of assigned product(s).
- Driven product positioning and competitive selling strategies as well as providing leadership in managing the logistics, market share and revenue of the product.
- Managed the development of marketing and sales aid/promotional materials to effectively promote Sales.
- Leveraged knowledge of business, product and brand marketing strategy into actionable marketing plans to deliver against the company's business objectives.
- Conducted analysis and periodical reviews of the brand, competitive, category, customer and consumer trends to enhance the brand's equity and marketplace performance.
- Developed pricing, packaging and promotion strategies to raise margin and participated in trade spending plans and distribution goals in order to develop actionable KPI's.
- Evaluated and measured the business and e-marketing effectiveness using web analytical tools like *Google Analytics.*
- Recuperated the busted business to a profitable position using a combination of the above actions.

LEO BURNETT WORLDWIDE, Riyadh-Saudi Arabia
Sr. Graphic Designer – Creative

August 2009 - September 2011

Responsibilities:

- Delivered strategic communication solutions that helped the clients attain their marketing and communications objectives.
- Co-lead the unified creative/account management process in order to execute on client projects.
- Translating marketing strategy into creative persuasive layouts, logos, press ads and other print/web collaterals.
- Worked on designs to produce an effective advertising campaign.
- Commissioned specialists, such as artists, photographers to work on projects.
- Attended meeting with the account management team to discuss the client's requirements.
- Gained an understanding of the target audience and business that the advert is aimed at.
- Worked closely with the copywriter to generate creative ideas and concepts.
- Participated in meetings with the creative director before presenting ideas to clients.
- Pitching ideas to clients, briefing other members of the creative team, attending meetings at production houses.

LEE COOPER, Mumbai-India
Sr. Marketing Executive / Graphic Designer

January 2008 – August 2009

Responsibilities:

- Supported the Marketing Head on diverse activities for brand building & product promotion in terms of development and execution
- Worked collaboratively with marketing communications team to execute designs consistent with a determined communications hierarchy and a global style guide.
- Managed branding, ATL & BTL activities, internal & external corporate communications.
- Developed marketing tools for new/ existing products including leaflets, brochures, press ads, e-mailers, web etc.
- Co-ordinated with marketing team operations, sales department for internal approvals thereby.
- Managed events, on-ground promotions, and public relation activities.
- Liaised with PR/ Advertising/ Design agencies.
- Worked closely with Product team in terms of driving initiatives.
- Produced competitive analysis materials comparing product with its key competitors.
- Co-ordinated with vendors to ensure timely development and production of marketing material.
- Worked closely with the sales, operations and other departments ensuring timely execution of activities.
- Managed brand guidelines to ensure all vendors and internal audiences follow them and update them as necessary.
- Managing the website in terms of regular activities as well as implementing marketing initiatives as per the marketing plan.

FAME BIG CINEMAS, Mumbai-India
Sr. Visualizer – Marketing
Visualizer – Marketing (Sep 2006 – Jan 2007)

September 2006 – January 2008

Responsibilities:

- Developed integrated creative communications program for existing and new product platforms.
- Supported the development of brand strategies and marketing plans across the organization, for both existing/ new projects.
- Managed the day-to-day activities associated to all marketing efforts, including project management, creative development, cross-functional implementation, campaign tracking and reporting as necessary.
- Developed new brand identity and related positioning and messaging to help inform the creative process.
- Created a brand platform to include a definition of the brand vision, promise and value proposition as well as positioning, personality, voice, tone and manner, behaviours.
- Developed and maintained all image libraries–images, product shots, illustration/icons.
- Managed brand guidelines to ensure all vendors and internal audiences follow them and update them as necessary.
- Participated in key sales and marketing presentations as necessary.
- Maintained brand integrity across product lines, advertising, and all other internal and external communication.
- Provided input for objectives that assist in the business planning process and to align brand strategies.

TECHNICAL SKILLS

- **Operating System:** Apple Mac OS | Microsoft Windows
- **Applications:** Adobe Photoshop | Adobe Illustrator | Corel Graphics Suite | Final Cut Pro | MS Expression Studio | MS Movie Maker | MS Office & more

INTERESTS

Cricket, Graphic Designing, Music, Movies, Philately, Photography, Tech Gadgets, Trekking, Travelling.

REFERENCES AVAILABLE ON REQUEST