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) ~ Search Engine Optimization (SEO) ~Brand Management

~Campaign Management ~Social Media Marketing ~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

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# 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