

Mitul Choubey

Mobile: 07760575228, Email: mitulchoubey@gmail.com

Professional Overview

Marketing professional with over 9 years of experience in driving brand growth through innovative strategies. Skilled in executing impactful branding and marketing campaigns for startups and established companies.

Areas of Exposure

- Business Planning for GT, MT, and E-commerce (Brand + Sales)
- Portfolio Planning, Product Development (NPD/EPD)
- Budget Management and Cost Optimisation
- Strategic ATL/BTL Marketing Campaign Planning and Execution
- Market Research and Brand performance Tracking
- NPD GTM and performance tracking
- End-to-End D2C & Ecom Growth (Acquisition, Retention & Revenue Scaling)
- Social Media Marketing and Analytics
- CRM, Retention & Customer Lifecycle Management

Work Experience

Jan '26 Onwards - Bharat Vedica (Patel Infra Venture) as Marketing Head (AGM)

Key Responsibilities:

- Lead end-to-end D2C marketing; scaled revenue, improved ROAS, optimized CAC.
- Managed performance, brand & retention across Meta, Google, Amazon & Shopify.
- Drive GTM launches, influencer campaigns & new packaging rollouts to accelerate growth.

Jan '25 - Dec'25 - Suhana Masale (Pravin Masalewale) as Senior Manager Category and Brand

Key Responsibilities:

Leading brand and category management for a ₹1200 Cr portfolio with a focus on portfolio planning, new product launches, brand building, and driving growth across GT, MT, and E-commerce.

Achievements:

- Awarded for successful new product launches within 3 months of joining.
- Led a sales competition resulting in over 100% target achievement for 3 consecutive months.

Jan '23 – Nov'24 - Emami Ltd as Senior Brand Manager

Key Responsibilities:

- Brand Strategy & Planning for Chyawanprash Category.
- Planning and implementation of the marketing mix (ATL, BTL) to deliver the business objective
- Consumer research to understand the insights and feed into NPD development and brand growth

Achievements:

- Achieved double-digit business growth for two consecutive years.
- Enhanced brand awareness by refining TV communication, creating a distinct identity, and differentiating from competitors.
- Implemented extensive direct-to-consumer activities to encourage trial in both urban and rural markets.

Mar '21 to Jan'23 at Mayora India Private Limited as Brand Manager

Key Responsibilities:

- Ownership of P&L for Confectionary & Biscuits product category
- Planning and implementation of the marketing mix through various ATL & BTL activities
- to increase brand awareness and product trials
- Generating sales through large-scale Urban-Rural activation
- Coordination with multiple agencies to strategise and execute the marketing plan
- Implementing sell-in and sell-through communication strategies from consumer research and analysis of market trends

Achievements:

- 30% Market Share in P1 Markets (No. 1 Candy Brand in South India)
- Achieved threefold revenue growth for the NPD biscuit brand within two years.

Nov '18 to Mar '21 at Continental Coffee Private Limited (CCL Products) - as Brand Manager

Key Responsibilities:

- Owned P&L for instant and premix categories; drove growth across GT, MT, and e-commerce.
- Led marketing strategy and execution (ATL/BTL) to boost brand awareness and trials.
- Spearheaded e-commerce business growth and managed all NPD/EPD initiatives.
- Generated sales through large-scale urban and rural activations.
- Coordinated with agencies for marketing plans and trade promotions.
- Implemented sell-in/sell-through strategies based on consumer insights and market trends.
- Supported divisional sales teams to achieve business objectives.

Achievements:

- Increased e-commerce sales 5x and implemented a scalable revenue model.
- Delivered 3x brand awareness growth via digital and PR campaigns.
- Key contributor to cost optimization and successful CRM/ERP implementation.
- Built vendor network for trade marketing across 8 states.

April '17 to Nov '18 at Tata 1 MG Technologies Pvt. Ltd. – as City Manager (Hyderabad)

Key Responsibilities:

- Drove end-to-end product development and achieved sales & profit targets for Hyderabad through offline/online channels and corporate partnerships.
- Led city operations and team performance to deliver business growth.
- Conducted market intelligence for competitive benchmarking and new product insights.

Achievement:

- Consistently exceeded sales targets and delivered strong business growth in Hyderabad.

**Feb '16 to April '17 at Entertainment Network India Limited – Radio Mirchi as
Account Manager – Mirchi Activation**

Key Responsibilities:

- **ATL Marketing:** Managed end-to-end communication development, including ad design, brand building, and consumer promotions. Created POP/POS materials and assisted in media planning and buying.
- **Events & BTL:** Designed and executed innovative campaigns and events. Developed pre-emptive pitches, tracked ad campaigns across media, and ensured flawless event execution.
- **Digital Marketing:** Managed social media platforms, created content, handled queries, and coordinated paid campaigns. Oversaw website updates and monthly online activity calendars.

Education

Year	Course Studied	Name of the Institution / University	Specialisation
2014-16	PGDM	Kirloskar Institute of Management Studies (KIMS), Harihar	Marketing
2011	B. Com	Rani Durgavati University Jabalpur (M.P)	Computer Applications, Financial Accounts

Certifications

- Google Digital unlocked certification
- Google ad words certification
- Google campaign manager certification

Personal Details

Date of Birth : 17th August, 1989
Marital Status : Married
Current Job Location : Pune
Linguistic Abilities : English, Hindi