

SUDARSHAN PATIL

BRAND MANAGER

 9028008464

Profile

sudarshanpatil28@gmail.com

Marketing Professional with extensive experience in **ATL, BTL & TTL** Communication, **Advertising, Media Planning & Digital Marketing**. Expertise in New Product Development including product conceptualization, **packaging, product launches, events & promotional campaigns**. Strong understanding of **Trade Marketing, Buyer, GT & MT operations** with proven capabilities in brand building, market expansion, and driving business growth through strategic marketing initiatives.

Work Experience

VTP Group

February 2022 – Present

Senior Manager – Marketing

Pune

- Leading the overall marketing function for the Building Materials vertical across **Trading & Manufacturing** businesses, driving strategic growth, **brand expansion, and revenue acceleration**.
- Spearheaded the establishment of the manufacturing division **from inception**, including brand architecture, company identity, operational frameworks, and **go-to-market strategies**.
- **Owned P&L-linked marketing strategies aligned with business expansion**, market penetration, and long-term **revenue growth objectives**.
- Conceptualized and launched a **diversified product portfolio (Brand Gripon & Enviiro)** including Tile Adhesives, Block Jointing Mortars, Ready Mix Plasters, AAC Blocks, Grouts, Epoxy and Admixtures.
- Managed a large trading portfolio covering **Cement, Steel, GGBS, RMC**, and allied construction materials across regional markets.
- Designed and executed **high-impact dealer schemes, promotional campaigns**, and channel engagement initiatives to strengthen **distributor performance and sales growth**.
- Delivered **2X business growth within 4 years** by expanding market presence across Pune and Maharashtra, enhancing **distribution reach and brand visibility**.
- Developed **B2B & B2C brand positioning, packaging strategies, communication frameworks**, and on-ground activation programs to drive demand generation and customer engagement.

Diamond Parks

February 2020 – March 2022

Marketing Manager

Pune

- Led end-to-end marketing and brand communication initiatives for a leading amusement and water park, driving brand visibility, visitor engagement, and footfall growth.
- Developed and executed integrated marketing strategies, **including offline campaigns, in-park activations, and promotional events** to strengthen market presence.
- Planned and managed **monthly and annual marketing calendars** aligned with business objectives and **seasonal campaigns**.
- Executed **OOH campaigns** including hoardings, **bus branding, newspaper advertisements, and radio** promotions to enhance regional brand reach.
- Managed end-to-end production and deployment of marketing collaterals such as **posters, standees, brochures, danglers, acrylics, vinyl, and promotional giveaways**.
- Conducted competitor analysis and market mapping to identify trends and optimize marketing strategies for better customer engagement.
- **Coordinated with sales teams, channel partners, vendors, and creative agencies** to ensure seamless campaign execution and adherence to brand guidelines.

VIVO Mobiles

Asst. Brand Manager

February 2019 – August 2020

Pune

- Led regional brand management and offline marketing initiatives across **3,000+ retail and modern trade outlets**, including key accounts such as **Croma, Reliance Digital, and Vijay Sales**.
- Executed integrated **GT & MT marketing campaigns** to strengthen **brand visibility**, customer engagement, and **in-store presence** across multiple markets.
- Managed **end-to-end deployment of POP/POSM** materials including **acrylics, vinyl, danglers, brochures, leaflets**, and other branding elements.
- Planned and implemented monthly marketing calendars and promotional activities to drive footfall, sales conversion, and channel performance.
- Led OOH advertising campaigns including building branding, transit media, radio, and print advertisements to enhance regional market reach.
- Collaborated with vendors, agencies, and channel partners for creative development, production, and timely execution of marketing initiatives.
- Conducted competitor analysis and market mapping to generate actionable insights for brand positioning and localized marketing strategies.
- Evaluated and managed vendor partnerships based on **quality, performance, and delivery efficiency** to ensure seamless campaign execution.

Pristine Dairytech

Sr. Executive Marketing

April 2015 – February 2019

Ahmednagar

- Led North India & Central India brand-building initiatives through **Agri-expos, localized marketing campaigns, and on-ground activations to enhance market visibility** and lead generation.
- Managed end-to-end creative development including **brochures, catalogues, leaflets, product manuals, branding, packaging, and visual communication materials**.
- Executed targeted digital marketing campaigns through Mail chimp and SMS marketing to improve customer engagement and support sales outreach.
- Spearheaded **rural market** product demonstrations and **grassroots activation campaigns including tent, umbrella, and POSM branding activities**.
- Coordinated with **distributors and international OEM partners from Turkey** for successful **product launches, marketing events, and promotional activities**.
- Oversaw product portfolio shoots, visual content creation, and brand communication to ensure consistent market positioning across channels.

Tata Communications (TCSL)

Sr. Executive Vendor Management

May 2014 – April 2015

Mumbai

- Managed brand visibility initiatives for Indicash ATM including glow signboards, flanges, standees, ATM branding, and customer-facing promotional elements.
- Handled Field Service Operations branding **across 45+ cities, ensuring effective site acquisition, deployment, and execution of WLA & BLA branding initiatives** while maintaining strong local vendor relationships.
- Managed end-to-end infrastructure development across India, including contractor/vendor management, site design, compliance with brand guidelines, and execution as per operational specifications.
- Oversaw **ATM visibility initiatives such as bank offers, scroll windows, PIP branding, and other branding touchpoints to strengthen customer engagement and brand presence**.
- Directed **supply chain operations including vendor evaluation, negotiations, contracting, inventory management, logistics coordination, and performance management**.

FSS (Financial Software & Systems)

Sr. Executive Vendor Management

May 2012 – May 2014

Mumbai

- Managed Field Service Operations branding **across 50+ cities**, ensuring effective site deployment, local customer relationship management, and execution of **WLA & BLA branding initiatives**.
- Handled end-to-end infrastructure development across multiple locations, including site acquisition, Contractor / vendor management, **site design, and compliance with branding guidelines**.
- Oversaw brand visibility initiatives including **bank offers, scroll windows, PIP branding, and other customer-facing branding elements**.
- Managed supply chain operations involving vendor evaluation, negotiations, contracting, inventory control, logistics coordination, and performance management.

Videocon CE & HA

Branch Marketing Executive

May 2011 – May 2012

Marathwada & Vidarbha

- Started career in a core-marketing role with one of India's pioneered **CE & HA electronics MNC**, gaining strong exposure to corporate marketing and brand management practices. Contributed **across ATL & BTL marketing, brand management, event management, advertising (print & electronic media), dealer meets, merchandising, POP materials, artwork development**, and market segmentation & analysis, while building strong marketing and management capabilities.

Personal Projects & Academic Achievements

April 2006 - May 2011

- Hands-on experience in ATL & BTL marketing activities through **execution of on-ground promotions, events, and brand activation campaigns during college years**.
- Progressed from **Volunteer to Team Leader** while managing promotional assignments for multiple brands across diverse marketing activities.
- **Organized roadshows, mall activations, advertisement shoots**, and movie promotion events including **support activities** for the film **Bhagam Bhag**.
- Coordinated promotional and **advertising shoots**, including the **Hyundai i10** campaign at **Balewadi Stadium**.
- Executed promotional campaigns for leading brands including **Hero Honda, CEAT, Castrol, Hyundai, Bindass, Bingo!, Kinetic Blaze, and Fastrack**.
- Completed MBA internship with **GAP Inc., USA. - NC**.
- Conducted research on Pearl Millet Varieties Survey for **International Food Policy Research Institute (IFPRI)**.
- Participated in intercollegiate **Mad Ads** competitions, showcasing creativity and communication skills.
- Certificate Program in **Digital Marketing**.
- Actively participated in cultural activities, intercollegiate exhibitions, group discussions, and extracurricular events.

Education

Air Force School & Pune University

Schooling – Air Force School - Multiple Locations (**CBSE**)

Bachelor of Business Administration (BBA) – Marketing - 2009

Masters of Business Administration (MBA) – Marketing - 2011

Postgraduate Diploma in Materials Management (PGDMLM) -2010

Diploma in Retail Marketing (AIQM) -2009