


PRAVEEN RANNAOT

Visit my LinkedIn page. 

AGM - Marcom Lead | Offline & Digital Strategist
Driving Brand Growth with Strategic, Creative, and Digital Excellence
Aspiring Digital Marketing Expert | SEO| SMM, Performance & Growth Marketing | Web Analytics

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13+ Yrs.
Work Exp


3
Languages


Served 6
companies



Profile Summary

Dynamic and creative marketing professional with 13+ years of cross-industry experience in ATL/BTL and digital marketing. Currently leading national MARCOM campaigns as AGM at Shaktiman, blending data-driven strategies with innovative brand storytelling. Skilled in trade marketing, SEO, SEM, SMM, SMO, and content creation using CorelDRAW, Photoshop, Canva, and Gen AI tools. Built and optimized a personal website with WordPress, GA4, Tag Manager, and Looker Studio to enhance hands-on expertise in digital growth. Featured in Google AI Overview for “Best digital growth consultant in India.” Known for 360° brand communication, POSM innovation, and a strategic yet execution-focused mindset.


Leadership Impact Highlights:

- Awarded twice with the Diamond Applause and Golden Applause at HCL for executing Nokia Mobiles launch events highly innovative.
- Successfully spearheaded the creation of innovative corporate video content, including an Anthem and product storytelling commercials, resulting in recognition at Shaktiman.
- Successfully led PAN India BTL & digital campaigns across sectors including telecom, consumer electronics, automotive, and agriculture.
- Instrumental in international market penetration by spearheading West Africa marketing operations for Bajaj Motorcycles & MRF Tyres.
- Delivered year-on-year brand visibility growth through effective budget planning and calendar-based offline activation programs.
- Won “Best Execution” recognition at Videocon Industries for exemplary trade marketing execution and campaign management.
- Launched over 50+ major campaigns and retail activations, combining traditional and digital tactics for maximum reach and ROI.

Top Skills

- Integrated Marketing Strategy
- Product Launch & Go-to-Market
- Trade & Retail Marketing
- Digital Marketing & Social Media Mgt
- Event Management & Brand Activation
- Campaign Planning & Perf. Analysis
- POSM Design & Visual Merchandising
- Vendor & Budget Management
- Team Leadership & Content Strategy
- AdTech/MarTech & Creative Tools
- Corporate Communication

Professional Experience

 **AGM – MARCOM Head (Offline & Online) | PAN India**
SHAKTIMAN – Tirth Agro Technology Pvt. Ltd. | **Mar 2024 – Present**

Key Responsibilities:

- Strategized and led end-to-end ATL & BTL marketing campaigns across PAN India, ensuring brand messaging consistency across diverse regional markets.
- Directed large-scale product promotion initiatives and rural marketing activations to boost product penetration and enhance customer engagement.
- Spearheaded integrated offline and digital media strategies, aligning brand objectives with measurable ROI-driven outcomes.
- Planned and executed high-impact exhibitions, dealer meets, and field events, elevating customer experience and stakeholder engagement.
- Managed multimillion-rupee marketing budgets with precision, optimizing spends while maximizing reach and visibility.
- Oversaw the creation of compelling brand assets collaterals, videos, POS materials—by collaborating with creative agencies and production partners.
- Built and maintained strong agency and vendor partnerships, ensuring timely, cost-effective, and quality execution of campaigns.
- Monitored and analyzed campaign performance metrics, leveraging insights to refine future marketing strategies and boost conversion rates.
- Led pan-India retail visibility initiatives, ensuring uniform branding, store activation programs, and dealer outlet enhancements.
- Collaborated closely with product, sales, and R&D teams to ensure synchronized go-to-market strategies and timely product launches.
- Championed internal brand advocacy initiatives, aligning employees and channel partners with the brand’s mission and positioning.
- Introduced innovative promotional concepts, such as influencer-led campaigns and hyperlocal rural activations, driving deeper market resonance.

 **MARCOM Head – Marketing & Strategy | West Africa**
DAG Industries, Bajaj Motorcycles & MRF Tyres, West Africa (Nigeria) | **Mar 2022 - Dec 2023**

- Led brand positioning and market penetration strategies for Bajaj Motorcycles and MRF Tyres across key West African markets, tailoring campaigns to regional consumer behavior.
- Developed and executed robust Go-To-Market (GTM) plans, including multi-city product launches, roadshows, and dealer activation programs to drive brand recall and market share.

TECHNICAL & DESIGN SKILLS

- Microsoft Office (Excel, PowerPoint, MIS & Analytics)
- CorelDRAW, Adobe Photoshop, Canva, Gen
- AI Tools, Microsoft Copilot
- Google Ads, Meta Business Suite, SEO/SEM Analytics Tools
- Website CMS, Web Analytics & Reporting

Domain Exposure

- Integrated Marketing Communications
- Trade & Retail Marketing
- Product Launch & GTM Strategy
- Event Management & Activation
- Digital & Social Media Marketing
- Cross-Industry Marketing Exposure

- Orchestrated high-impact offline marketing initiatives, including ATL/BTL campaigns, trade fairs, and in-market activations to establish strong brand visibility.
- Built and nurtured strategic partnerships with local agencies, media houses, and trade networks to strengthen brand presence and distribution efficiency.
- Provided market intelligence and consumer insights to product and sales teams, influencing pricing strategies, campaign direction, and product localization efforts.

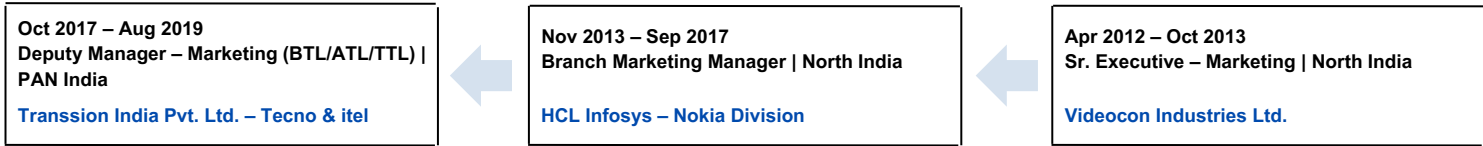


Marketing Manager (BTL, ATL, Digital)
Micromax Informatics Ltd., Gurgaon | **Sep 2019 – Feb 2022**

Key Responsibilities:

- Planned and implemented PAN India marketing calendars, aligning ATL, BTL, and digital initiatives with product launch cycles and sales targets.
- Led cross-channel integrated campaigns across TV, radio, outdoor, print, and digital, ensuring cohesive brand messaging and customer engagement.
- Managed end-to-end digital marketing performance, including Google Ads, SEO, SEM, and social media strategy, resulting in increased online visibility and lead generation.
- Collaborated with creative and media agencies for campaign development, budgeting, execution, and post-campaign performance analysis.
- Executed large-scale retail activations, dealer meets, and roadshows, enhancing brand presence at ground level and strengthening channel partner relationships.

Previous Experience



Project Experience

Digital Growth & Marketing Project (Self-Initiated) | India |

- Built and continue to optimize a personal website using WordPress to apply and refine digital marketing skills.
- Gained hands-on experience with GA4, Google Tag Manager, and Looker Studio to create data dashboards tracking campaign and SEO performance.
- Developed blog content to improve organic visibility and experimented with AEO techniques.
- Recognized by Google AI Overview as a top result for the keyword “Best digital growth consultant in India.”
- Continuously exploring and applying concepts in performance marketing, ABM, and programmatic advertising.

Digital Tools & Platforms	Wordpress, GA4, GTM, Google Looker, Meta Ads, Google Ads, and Canva, Photoshop, CorelDRAW, Hubspot, Shemrush.
Marketing Focus Areas	SEO, AEO, SMM Performance Marketing Growth Marketing Account-Based Marketing (ABM) Programmatic Advertising Content Creation & Blogging

Education Details

- ✓ **Master Of Business Administration (MBA) (Marketing)**
National Institute of Management (2009)
- ✓ **Degree of Business Administration (DBA), Marketing & Retail**
National Institute of Management (NIM) – 2007

Certification Details

- 1 Years: Advanced Certificate in Digital Marketing**
MICA (via UpGrad) – 2025

Specialization in Online Marketing Tools – MICA, UpGrad (Ongoing, 2025)
- 2 Months: Advanced Diploma in Digital Marketing – CIIM, Chandigarh (2021)**
- 3 Year's: Diploma in Computer Networking & Quality Management – NIIT (2002)**
- With specializations in:** Branding & Communication, Social Media & Content Marketing, marketing analytics, and Generative AI in Marketing

Management Skills

Team Leadership & Management	Communication & Collaboration	Analytical and Problem-Solving
Cross-Functional Team Leadership	Stakeholder Engagement	Data-Driven Decision Making
Talent Development & Workforce Planning	Strategic Communication	Regulatory and Risk Analysis
Change Management	Interdisciplinary Collaboration	Process Optimization

Interest

🎨 Acrylic Painting | 🎵 Playing Flute | 🎥 Video Editing & Music Composition

PRAVEEN RANNAOT
Signature