

# PRAVEEN RANNAOT

MARCOM LEAD, 14 YEARS

## PROFILE

Marketing leader with 14+ years of experience across ATL, BTL, and digital, including international exposure in African markets. Proven in driving high-impact MARCOM through data-led strategy, compelling brand storytelling, and strong execution. Expertise in branding, trade marketing, SEO, SEM, SMM, and integrated content creation using modern creative and Gen-AI tools. Hands-on in digital growth with WordPress, GA4, GTM, and Looker Studio and expert in 360° brand communication and POSM innovation.

## LEADERSHIP IMPACT HIGHLIGHTS:

- Award-winning marketing leader with 50+ integrated campaigns across India & West Africa
- Honored at HCL, Shaktiman, and Videocon for innovative launches, content, and execution
- Led PAN-India BTL & digital campaigns across telecom, auto, electronics & agriculture
- Drove international market expansion, YoY brand visibility growth, and high-ROI activations

## QUALIFICATION

MBA - Marketing from NIM (2009)

DBA - Marketing & Retail from NIM (2007)

1 Years: Advanced Certificate in Digital Marketing MICA (via UpGrad) – 2025, With specializations in: Branding & Communication, Social Media & Content Marketing, marketing analytics, and Generative AI in Marketing



## REACH ME!

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## 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

## MARCOM Lead – Integrated Marketing Communication (Offline & Online)

BHOJSONS Group, Nigeria | Sep 2025 – Present

Leading Integrated Marketing Communication (IMC) strategy across all group companies and associated brands including OKAYA, KSTAR, PIAGGIO, LIFAN, JINCHENG, DAB, and others. Responsible for planning and execution of offline and digital marketing initiatives, brand communication, campaigns, exhibitions, dealer activations, media planning, and digital performance marketing to strengthen brand presence and drive business growth across Nigeria.

## AGM – MARCOM Head (Offline & Online) | PAN India

SHAKTIMAN – Tirth Agro Technology Pvt. Ltd. | Mar 2024 – Aug 2025

Led PAN-India ATL & BTL campaigns, ensuring consistent brand messaging and high ROI. Directed product promotions, rural activations, exhibitions, and dealer meets to boost engagement and penetration. Managed multimillion-rupee budgets, brand assets, and agency collaborations for timely, quality execution. Optimized campaigns using performance insights and introduced innovative activations, including influencer-led and hyperlocal initiatives, driving strong market impact.

## 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 for Bajaj Motorcycles and MRF Tyres across key West African markets, tailoring campaigns to local consumer behavior. Developed and executed GTM plans, including multi-city launches, roadshows, and dealer activations, driving brand recall and market share. Orchestrated ATL/BTL campaigns, trade fairs, and in-market activations to enhance visibility. Built strategic partnerships with agencies, media, and trade networks, while providing market insights to guide pricing, campaigns, and product localization.

## Marketing Manager (BTL, ATL, Digital)

Micromax Informatics Ltd., Gurgaon | Sep 2019 – Feb 2022

Planned and executed PAN-India ATL, BTL, and digital campaigns aligned with product launches and sales targets. Led cross-channel campaigns and digital marketing (SEO, SEM, Google Ads, social media) to drive visibility and engagement. Managed agencies, budgets, and retail activations, dealer meets, and roadshows to strengthen brand presence and channel partnerships.

### Previous Experience

