



# Siddanna Patil

*A versatile, accomplished & goal-oriented professional with over 14+ years of experience in Marketing Communication & Operations and Brand Management*



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## Core Competencies

Marketing Operations

Brand Management

Product Launches / Re-Launches

Brand Engagement

BTL/ATL Activities

Marketing Campaigns

Events & Sponsorships

Vendor Management

Worked in Various parts of South India



## Soft Skills



## Profile Summary

- **Recognized as a brand change agent, persistent innovator and team motivator who has championed some of the most successful branding strategies** and product launch campaigns
- **Spearheaded the design and implementation of a complex yet workable marketing communications strategy** which concentrated on communication modalities
- **Managed successful launch of Aircel, Vodafone & Orient cement ltd in South India, Vodafone 3G, 4G & M-pesa, BA1 Strongcrete Cement, BA1 OrientGreen Cement & BA1 Dolphine Cement launch in South India.**
- **Led all aspects of marketing including product enhancements, competitive analysis, market forecast and product positioning.**
- **Regional Marketing Senior Manager (Karnataka, Goa, Tamilnadu & Kerala Regions)** Regional Campaigns (BTL/ATL), Visibility drive all the Channel partners, Dealer Engagement, Events & promotion, Brand Management, Udaan tour execution, Merchandising.
- **Defined and managed a comprehensive go-to-market strategy and plan** that included positioning, launch strategy, public relations, sales support and partner material
- **Played a key role in developing, implementing and executing marketing initiatives and activities** for assigned brands including Central campaigns execution (print, web, social media, broadcast, etc.), events, Plant corporate responsibility programs and sponsorships
- **Implemented brand marketing plans to achieve successful sales, market share, profit and consumer KPI results**
- **History of excelling in introducing new organizational change, expanding markets** and leveraging the knowledge base with internal resources to facilitate business excellence for achieving goals
- **Ensured that assigned products, services and product lines consistently resonate with current and potential customers;** monitored marketing trends and kept a close eye on competitive products in the marketplace
- Strong team player, effective brand commination with internal and external partners. Has excellent negotiation skills.



## Career Timeline



## Organization Experience

**Since June 2016 with Orient Cement Limited Karnataka, Goa, Tamilnadu & Kerala as Regional Marketing Senior Manager**

### **Key Result Areas:**

- Ensure proper Financial Closures through Vendor account reconciliation & PO closures
- Enhance the market share growth
- Led marketing initiatives and events, encompassing both BTL and ATL activities.
- Prepared regional marketing budgets, optimizing resource allocation.
- Planned the marketing mix and assessed brand visibility.
- Oversaw the creation and distribution of POP/POS materials and shop fascia for dealers.
- Managed brand activities to gain a competitive edge.
- Ensured the smooth operation of dealer incentive programs.
- Proficient in outdoor vehicle technicalities, driving innovative branding mediums.
- Exclusive Channel Management; Exclusive channel to growth over overall region by 5%
- Udaan tour drive and coordination to the channel partners on regularly basis.
- Effectively Digital marketing campaign drives across the regions.
- Marketing Budget Control for the Region

**Since Sept'11 to Jan 2016 with Vodafone Idea Ltd., Gulbarga, and Karnataka as Senior Executive**

### **Key Result Areas:**

- Strategizing the business operations including annual business plans, media and promotion pipelines
- Forming cross-promotional alliances; driving zonal level marketing to ensure an increase in customer satisfaction
- Led marketing initiatives and BTL events.
- Maintained high Availability and Visibility Index (AVI) and Trade Satisfaction (TSAT) above competition.
- Managed various events, including employee recognition & rewards, trade engagements, zonal recognition & rewards, and other internal and external events.
- Successfully launched Vodafone stores, overseeing end-to-end brand collateral development and launch activities.
- Prepared regional marketing budgets and evaluated brand visibility.
- Managed brand activities to outperform competitors.
- Oversaw dealer incentive programs, ensuring smooth operation.
- Tracked campaign effectiveness site-wise and shared insights with product and marketing teams.
- Conducted extensive market research, focus group interviews, and observational studies.
- Successfully launched 64 Vodafone stores with comprehensive communication strategies.
- Monitored competition in addressable markets and proposed action plans.
- Achieved a national No. 1 ranking in AVI for four consecutive months, a result of relentless execution of visibility materials in the market.
- Handled 136 no's Retailer sales operations (VS/VMS/DDVMS/ADVMS) successfully in the zone

### **Highlights:**

- Enhanced organization's profitability through effective strategic & tactical management decisions & new business Development.

- Successfully restructured the entire team which assisted in putting right people for the right job.
- Strategized the operations better which assisted in securing No. 1 position for AVI in 2013 for more than 6 months
- Awarded with Best Employee Award for exhibiting excellent performance in marketing operations in 2014
- Received several appreciations at state level for outdoor innovations
- Increased Net Promoter Score from 18 to 38 in just 18 months & assisted Vodafone in securing Rank 2 on NPS study.
- Aircel Call beyond the Duty awards received for double the KPI targets for 2012.
- Vodafone Safety Champion award received for driving the 7 absolute rules across the Gulbarga zone.
- Vodafone Changed the AVI trend across the Gulbarga Zone 18 to 92 scores.
- Aircel BRAVO for the Best execution of Sonu Nigam Show and college activities held in Gulbarga, Belgaum & Hubli also supporting to the sales team.
- Reliance Champ award - Highest store Banding & launch in the North Karnataka market.
- Orient Cement Ltd- Brand Champion yearly award received highest visibility in my regions Karnataka market by Sales head, CEO & MD – For four times.
- Orient Cement Ltd- Brand Champion award received Rural connect initiation by Sales head.

## Previous Experience

Jan'11- June'11 with Reliance communication., North Karnataka as Deputy Manager – Retail Operation and advertising

April'10-Sept'11 with Aircel Ltd., Hubli, Karnataka as Executive- Branding

## IT Skills

- MS Windows & Office
- Internet Applications

## Academic Details

- **Strategic Digital Marketing & Analytics** certification program from **IIM Rothak**, Haryana in 2013
- **MBA in Marketing** from The Institute of Doddappa, Gulbarga University, Gulbarga, Karnataka in 2010
- **BBM in Marketing** from The Institute of SB College, Gulbarga University, Gulbarga, Karnataka in 2008

## Personal Details

**Date of Birth** : 03<sup>rd</sup> August 1984

**Languages Known** : English, Hindi and Kannada

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