

Rajiv Shah

Brand Marketing Manager | Digital Marketing Strategist | Growth Marketing Leader

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PROFESSIONAL SUMMARY

Brand & Digital Marketing professional with 8+ years of experience building brands that create meaningful customer experiences and measurable business growth. Experienced in leading integrated ATL, BTL, digital, influencer, and performance marketing campaigns, managing ₹95+ crore in marketing investments, and driving brand growth across FMCG, consumer durables, healthcare, education, hospitality, retail, real estate, manufacturing, and e-commerce.

WORK EXPERIENCE:

10/2025 - Current • Brand Marketing Manager

Khaitan Fans India (Fan & Appliance Manufacturing Co.)

- Managed integrated **ATL & BTL marketing campaigns** with cumulative investments exceeding **₹20 Crore**, driving a **28% increase in brand recall** and contributing to a **22% growth in sales**.
- Spearheaded the **"Keep Howrah Clean"** brand awareness initiative in partnership with **AdMyBin**, leveraging smart-bin advertising across high-footfall locations to reinforce Khaitan's sustainability positioning.
- Conceptualized and executed **AI-powered IPL campaigns** for the BLDC Fan portfolio across digital platforms, maximizing seasonal consumer engagement and premium product visibility.
- Developed annual marketing strategies, GTM plans, and campaign calendars for new product launches.
- Led cross-functional teams across Marketing, Sales, Product, Digital, Creative, and external agencies.
- Managed nationwide BTL vendors, creative agencies, production houses, and media partners.
- Oversaw product photoshoots, AI-generated creatives, regional radio campaigns, E-commerce, and Quick Commerce marketing initiatives.

Key Achievements:

- Managed integrated ATL & BTL marketing investments exceeding **₹20 Crore**.
- Increased **brand recall by 28%** and contributed to **22% sales growth** through integrated marketing campaigns.
- The **AdMyBin "Keep Howrah Clean"** initiative generated an estimated **18+ million outdoor impressions**, strengthening community engagement and corporate brand perception.
- The **AI-powered IPL campaign** generated over **42 million digital impressions, 4.8 million video views**, and achieved an average engagement rate of **6.5%** across Meta and YouTube platforms, significantly increasing awareness of the BLDC fan range.

07/2021 – 09/2025 • Digital Marketing Manager

Excelsior Leathers Pvt. Ltd. (Shoe Manufacturing Co.)

- Generated **₹50+ Crore in annual business opportunities** through integrated B2B marketing, lead generation, and international business development initiatives.
- Developed and executed digital marketing strategies supporting domestic and global sales.
- Managed SEO, websites, digital campaigns, LinkedIn outreach, and buyer acquisition initiatives.
- Directed product photography, corporate films, catalogues, brochures, and digital assets for international buyers.
- Managed **third-party creative agencies, digital marketing partners, branding consultants, production houses, printers, and BTL vendors** to ensure consistent brand execution.
- Led Lean Excellence (ICME) as Project Head, driving cross-functional operational improvements.

Key Achievements:

- Generated **₹50+ Crore in annual business opportunities** through integrated marketing and lead generation initiatives.
- Increased digital engagement by **200%** through strategic digital transformation initiatives.
- Successfully managed **10+ external agency and vendor partnerships**, improving project delivery timelines and brand consistency.
- Strengthened international brand visibility through website modernization and digital marketing initiatives.

11/2017 – 06/2021 • Digital Marketing Manager

PlanmyAd (Advertising Agency)

- Managed digital marketing, branding, and performance campaigns for **50+ brands** across FMCG, Healthcare, Education, Retail, Hospitality, Consumer Electronics, Real Estate, and Lifestyle sectors.
- Managed end-to-end **social media accounts**, content strategy, performance marketing, and online reputation management for multiple enterprise clients.
- Planned and executed Google Ads, Meta Ads, SEO, influencer marketing, content marketing, and lead generation campaigns.
- Managed annual digital media budgets exceeding **₹25 Crore** for leading real estate developers, optimizing performance across Google and Meta platforms.
- Executed nationwide influencer marketing campaigns and BTL activations for premium consumer brands.
- Collaborated with creative teams, media buyers, developers, and production partners to deliver integrated marketing campaigns.

Key Achievements:

- Managed **₹40+ Crore** worth of Influencer Marketing and BTL campaigns for **Rollick's** and **Decathlon**, delivering nationwide activations and experiential marketing initiatives.
- Managed integrated marketing campaigns exceeding **₹10+ Crore** for brands including **Lux, Colgate, Zebronics, and Mango**, significantly improving brand visibility and consumer engagement.
- Managed annual digital advertising budgets exceeding **₹25 Crore** for real estate clients, delivering qualified leads and improving campaign ROI through continuous optimization.

- Successfully managed branding and digital marketing initiatives for **50+ brands** across multiple industries.
- Increased website traffic by **35%** through SEO and content marketing strategies.
- Generated **650 student admissions** using a Google Ads budget of **₹2.4 lakh**, contributing approximately **₹10 Crore** in admission revenue.
- Executed **Pan-India influencer campaigns** involving **200+ creators**, driving large-scale brand reach and engagement.
- Increased website traffic by **35% through SEO and content marketing initiatives.**

INDUSTRY & BRAND EXPOSURE:

Khaitan, JIMS Hospital, Colgate, Lux, Lotus Herbals, Bisleri, ITC Hotels, Godrej Properties, Ambuja Neotia, Apollo Clinic, SRMB TMT, Tata Nexon, Tata Pravesh, Tanishq, Zebronic, BBIT, Max Cement, Doctors' Choice and others.

CAREER HIGHLIGHTS

 **Managed ₹95+ Crore Marketing Investments:** Led integrated ATL, BTL, Digital, Influencer Marketing, OOH, Radio, Retail Branding, Trade Marketing, and Product Launch campaigns with cumulative marketing investments exceeding **₹95 Crore** across multiple brands.

 **Generated ₹50+ Crore Annual Business:** Drove domestic and international business growth at Excelsior Leathers through strategic B2B marketing, lead generation, digital transformation, and buyer acquisition initiatives.

 **Delivered ₹10 Crore Admission Revenue:** Generated **650 student admissions** through Google Ads campaigns using a media budget of only **₹2.4 lakh** over three months, contributing approximately **₹10 Crore** in business revenue.

 **Managed 50+ National & International Brands:** Successfully executed branding, digital marketing, performance marketing, ATL & BTL campaigns, and lead generation initiatives across **FMCG, Consumer Durables, Healthcare, Education, Hospitality, Real Estate, Retail, Manufacturing, and E-commerce.**

 **Executed Large-Scale Influencer & BTL Campaigns:** Managed **₹40+ Crore** worth of Influencer Marketing and BTL campaigns for brands including **Decathlon** and **Rollick's**, along with **₹10+ Crore** integrated campaigns for **Colgate, Lux, Zebronic, Mango**, and other leading brands.

 **Managed ₹25+ Crore Annual Digital Media Budgets:** Planned, executed, and optimized high-value Google Ads and Meta Ads campaigns for leading real estate clients, maximizing lead generation and return on advertising spend.

 **Delivered High-Impact Brand Campaigns:** Increased **brand recall by 28%** and contributed to **22% sales growth** at Khaitan Fans India through integrated ATL & BTL marketing initiatives.

 **Led Cross-Functional Marketing Teams:** Managed creative agencies, media partners, production houses, BTL vendors, influencers, and internal cross-functional teams to deliver end-to-end marketing campaigns across India.

 **Expanded International Brand Presence:** Strengthened Excelsior Leathers' global visibility through website development, digital marketing, and strategic B2B communication supporting export business growth.

CERTIFICATIONS:

2023 September • ChatGPT for Beginners

Issued by Great Learning Academy

- 2023 August

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Meta Small Business Academy for Facebook Marketing

Issued by Meta
- 2021 March

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Certificate of Appreciation

Issued by Max Cement
- 2019 August

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NASSCOM NISC International SME Conclave Delegate

Issued by NASSCOM
- 2016 May

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Graphics & Web Designing Certification (2016)

Issued by TOPS Technologies

CORE COMPETENCIES:

Brand Strategy | Brand Management | Integrated Marketing (ATL & BTL) | Go-to-Market (GTM) Strategy | Product Marketing | Campaign Management | Performance Marketing | Consumer Marketing | Digital Marketing | Content Marketing | E-commerce & Quick Commerce | Influencer Marketing | Media Planning & Buying | Marketing Analytics | Lead Generation | Corporate Branding | Product Launches | Team Leadership | Agency & Vendor Management | Budget Management | Stakeholder Management | Website Development | SEO | PPC

TOOLS & PLATFORMS:

Advertising & Analytics:
Google Ads | Meta Ads Manager | Google Analytics (GA4) | Semrush

Website & E-commerce:
WordPress (Website Management) | Shopify | Amazon Seller Central | GitHub | Vercel

AI & Content Creation:
ChatGPT | Perplexity | Google Flow (AI Video Generation) | Microsoft Designer | Canva

AI Website & Presentation Builders:
Lovable | Rocket.new AI | Gamma

Project Management & Collaboration:
Notion | Jira | Quire | Microsoft Office Suite

Social Media & Marketing:
Buffer | Hootsuite | Lusha

EDUCATION:

- 04/2026 – Current

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Master of Business Administration (MBA) in Digital Marketing & AI

Amity University Online
- 01/2023 – 03/2026

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Bachelors in Computer Applications (BCA)

Amity University Online

Dear Reader:

Thank you for taking the time to review my resume and I look forward to the possibility of contributing my skills and experience towards your company. Your consideration is greatly appreciated.

With Regards,
Rajiv Shah

Current LPA: 12,00,000 INR
Expected LPA: 18,00,000 INR (Negotiable)