

Mahima Kapoor

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PROFILE SUMMARY

Strategic Marketing Director with 14+ years of experience, 8+ in leadership roles, in developing and executing global marketing strategies that enhance brand recognition and drive sales growth. Proven expertise in leading cross-functional teams and coordinating marketing activities across multiple regions, including collaboration with marketing and design teams. Skilled in managing agency relationships, budget management, and leading innovative marketing campaigns across digital, trade, and social media channels. Adept at utilizing performance analytics to optimize campaign effectiveness and aligning marketing initiatives with business objectives. A strong brand representative, capable of driving brand engagement and product sales in competitive markets.

EXPERIENCE

Head of Marketing & Growth, SB Mobility LLC, Dubai

Feb 2024 - August 2024

Responsibilities:

- Lead cross-functional teams to achieve strategic business goals.
- Developed and implemented regional marketing strategies that align with the company's business objectives.
- Lead brand positioning, market research, and competitive analysis to inform decision-making.
- Managed and collaborated with marketing and PR agencies in the UAE to ensure effective communication and execution of strategies.
- Collaborated with cross-functional teams, including sales, design, product, and data, to ensure cohesive and consistent brand messaging.
- Develop and implement marketing, digital and brand strategies for growth of the brand in MY & DXB.
- Manage brand identity across digital, social & on ground channels.
- Establish and oversee Affiliate Marketing programs & Digital marketing campaigns.
- Prepare regular reports on marketing performance and provide recommendations for improvement.
- Developed and managed marketing budgets, ensuring cost-effective use of resources to maximize ROI.
- Ensure timely and effective delivery of all marketing initiatives.

Network Marketing Director, BIG FM Radio and TV production FZ-LLC, Dubai

May 2023 - Jan 2024

Responsibilities:

- Led cross-functional team spanning marketing, creative, and specialists in radio, OTT, events, movie distribution, and sports.
- Developed and implemented regional marketing strategies that align with the company's business objectives further driving sales.
- Lead brand positioning, market research, and competitive analysis to inform decision-making.
- Managed and collaborated with marketing and PR agencies in the UAE to ensure effective communication and execution of strategies.
- Implemented cross-platform marketing strategies to drive brand awareness and consumer engagement for all 4 radio channels.
- Developed and managed marketing budgets, ensuring cost-effective use of resources to maximize ROI.
- Closed over 100 partnerships with theme parks, local attractions, entertainment destinations, media outlets etc on barter.
- Analysed target audiences, market trends, and competitors to craft effective brand & marketing strategies.
- Pioneered innovative promotional tactics to boost audience engagement and drive movie ticket sales.
- Supervised radio show marketing and promotion, collaborating with radio presenters to curate compelling social media content.
- Managed corporate led photoshoots and video shoots.
- Collaborated closely with internal teams, including sales, programming, and creative teams.
- Conducted ongoing market research to anticipate and adapt to future trends.

Head of Brand & Digital, BIG FM 92.7

Jul 2022 - Apr 2023

Responsibilities:

- Led a team of 12 marketing specialists, designers, and digital experts, overseeing diverse digital channels.
- Developed and implemented regional marketing strategies that align with the company's business objectives further driving sales.
- Lead brand positioning, market research, and competitive analysis to inform decision-making.
- Managed and collaborated with marketing and PR agencies to ensure effective communication and execution of strategies.
- Acted as a brand ambassador, ensuring adherence to brand guidelines across all communication channels and markets.
- Spearheaded introduction of new digital channels, innovations, driving business growth.
- Expanded company's digital presence in India, achieving 1320% increase in website traffic.
- Executed performance marketing campaigns across Google Ads, Facebook Ads, WhatsApp, and Instagram.
- Cultivated strong relationships with internal teams and stakeholders for comprehensive digital acquisition strategy.
- Managed corporate led photoshoots and video shoots
- Launched influencer campaigns, podcasts, and strategic creative initiatives to enhance brand.
- Increased traffic to social commerce website, overseeing budget, hiring, and review cycles.
- Ensured brand compliance across all marketing channels, overseeing 60 social media handles, tracking performance, developing content, monitoring ROI, and analysing data.

TikTok Brand & Creative Lead for SEA & SA, ByteDance Technology Pvt. Ltd, Global

Jun 2020 - Jun 2022

Responsibilities:

- India:
 - Championed TikTok India brand stewardship, overseeing brand assets and performance monitoring.
 - Strategized and executed impactful marketing campaigns to drive brand awareness and engagement.
- MENAT
 - Developed and implemented global marketing strategies that align with TikTok's business objectives further driving sales.
 - Lead brand positioning, market research, and competitive analysis to inform decision-making.
 - Collaborated with creative agencies and cross-functional teams to ensure cohesive and impactful marketing initiatives.
 - Managed corporate led photoshoots and video shoots.
 - Developed and managed marketing budgets, ensuring cost-effective use of resources to maximize ROI.
 - Incorporated research insights into data-driven marketing and advertising strategies.
- Brazil, US & Africa
 - Served as the Brand steward for TikTok BR & US, conducting regular audits of brand assets.
 - Supported the Ops team in Brand campaigns for the Black Creators fund and Africa Day.
- APAC (SEA & SA)
 - Successfully launched multiple shopping/sale campaigns for TikTok Shop while maintaining brand guidelines and visual identities.
 - Launched music platform SoundOn, a platform for music artists along with marketing campaigns & brand books.
 - Led product marketing efforts for new TikTok LIVE features and applications.

- o Lead the development and execution of brand materials across offline and online channels, including app and website, by liaising with internal designers, copywriters, and creative agencies.
- o Developed and executed advanced brand strategies that align with the company's vision and objectives.
- o Shaped the brand's vision and mission, effectively communicating it both internally and externally.
- o Conceptualized, executed, and measured the success of brand campaigns, leveraging data-based insights.
- o Oversaw the internal design team and collaborated with the product team and cross-functional departments to ensure brand consistency across all consumer touchpoints.
- o Managed end-to-end production of ad campaigns, encompassing TV/video spots, key visuals, website/app implementations, and social extensions.
- o Cultivated and maintained relationships with creative agencies, media agencies, and tech vendors.

Head-Content Marketing, ATL, BTL and partnerships, ALTT (OTT)

Jan 2020 - May 2020

Responsibilities

- Effectively led a team to attain predefined marketing objectives for every show.
- Lead the development and execution of brand materials across offline and online channels, including app and website, by liaising with internal designers, copywriters, and creative agencies.
- Successfully introduced multiple shows, including "Mentalhood," "Bebakee," "Baarish," "It happened in Calcutta," "Who's your daddy," and "KKHH," among others.
- Managed corporate led photoshoots and video shoots.
- Conceptualized and executed comprehensive 360-degree marketing campaigns to ensure successful show launches and sustained engagement.
- Organized and hosted highly acclaimed premieres and press conferences for each show's debut.
- Maintained regular communication with the Zee5 team to synchronize show releases, creatives, and assets.
- Developed impactful Above-the-Line (ATL) and Below-the-Line (BTL) plans to bolster the marketing initiatives for each show.
- Managed the creation and delivery of compelling content across various platforms.

Marketing Manager, Viacom18 Media Pvt Ltd (Nickelodeon)

Jul 2015 - Dec 2019

Responsibilities

- Maintained the leadership rank of Nickelodeon and brought Sonic in top 4 channels.
- Ensure all brand marketing materials and communication align with brand guidelines.
- Developed and executed advanced brand strategies that align with the company's vision and objectives.
- Formulated and spearheaded marketing plan for rebranding of Sonic TV channel.
- Spearheaded business plan for building Nickelodeon theme park in New Delhi & Mumbai.
- Managed corporate led photoshoots and video shoots.
- Forged 1st ever alliance for the network with KidZania for Nickelodeon & Colors TV studio in Mumbai & Delhi.
- Conceptualization and execution of creative campaigns, communication strategies, digital marketing, and on-ground activations.
- Interdepartmental coordination for brand initiatives, with focus on Sales, Channel Brands, Programming, PR & Research.
- Forged 200+ barter alliances for national brand activities.
- Monitored and analysed performance of marketing campaigns and outreach activities using data and analytics.
- Management of brand communication and new show launches, marketing campaigns.
- Manage the execution of show launches, social media campaigns, marketing campaigns, including content creation, advertising, and promotional activities.

MT to Marketing Manager, Music Broadcast Ltd.

Mar 2010 - Jul 2015

Responsibilities

- Elevated brand ranking to #1 and reach to No. 1 spot, sustained leadership in Mumbai & Nagpur.
- Ensure all brand marketing materials and communication align with brand guidelines.
- Lead creative agencies on brand application and execution in alignment to brand strategy and vision
- Developed and executed advanced brand strategies that align with the company's vision and objectives.
- Developed and executed brand strategies to drive market penetration and consumer value.
- Conducted in-depth market research and consumer insights analysis to inform brand positioning and marketing tactics.
- Forged 1st ever alliance for the radio station with KidZania for Radio City 91.1 FM studio in Mumbai & Delhi.
- Spearheaded the rebranding plan for the radio channel across Mumbai & Nagpur.
- Collaborated with Programming, Sales, Research and PR to conceptualize and execute brand strategies and BTL activations, managing vendors.
- Oversaw ATL/BTL planning and execution of marketing activities across all mediums, including digital platforms, for multiple brands within the division.
- Formulated the regional budget and collaborated with finance and senior management to maintain brand profitability.
- Closely partnered with planetradiocity.com to boost brand visibility and establish partnerships with various brands.

EDUCATION

PG Certificate in Marketing & Branding – MICA, Ahmedabad

Aug 2016 – Dec 2016

MBA (Marketing) – ICFAI Business School, Mumbai

Apr 2008 - Feb 2010

B.A(H)English – Delhi University (South)

Apr 2005 - Feb 2008

SKILLS: Strategic Leadership, Brand strategy development, Creative Campaigns Management, Team Coordination, Consumer research, Marketing, Agency Management, Brand Management,, Team leadership & management, Digital Marketing, Events, Social Media Marketing, Budget management, Creative designing, Market Expansion, New Product launches, Campaign Development & Execution, Influencer marketing, Market Analysis & Research, Stakeholder Management, Project Management, PR & Media planning.