



VIJITH VIJAY

Senior Marketing Professional

Mobile: +971527346123 **Email:** vijithvijaykp@gmail.com **LinkedIn:** <https://www.linkedin.com/in/vijithvijaykp/>

Dynamic marketing professional with a proven track record in B2B/Trade and Retail marketing. Seeking to leverage experience to drive brand awareness, sales growth, and customer loyalty.

Profile Summary

- **Expertise in B2B/Trade and Retail marketing for over 14 years**, collaborating with industry leaders such as Eastman, Badami Group, Al Futtaim and Splash Fashions - Landmark Group.
- **Industries:** B2B - Renewable Energy & Power, Logistics, Automotive Parts, Tyres, Batteries, Lubricants & Services. **Retail** - Consumer Electronics, Home & Outdoor, Hardware & Fashion.
- **International Exposure:** Middle East, Africa, CIS, Eastern Europe & India.
- Managed all aspects of marketing and communications for Retail, B2B, Trade, and Ecommerce, including **marketing strategy, campaigns, Brand building, social media, digital marketing, exhibitions and events, ATL and BTL activities, PR campaigns, promotions, loyalty programs, channel partner's incentive programs, Lead generation, Website, Content writing, budgeting, visual merchandising and other related marketing tactics.**
- **Successfully orchestrated events and exhibitions** across the Middle East, CIS, Turkey, Africa and Eastern Europe. Well-versed in exhibition participation, campaign management, and aligning marketing activities with business goals. Developed and executed event strategies, managing budget, logistics, and driving footfall through targeted marketing, digital activities, and social media to enhance client engagement and registrations
- **Currently serving as Global Marketing Lead for Eastman Auto & Power Ltd.,** specializing in developing tailored marketing strategies for the B2B market.
- **Leverage market research, industry analysis, and customer insights** to anticipate and counter competitive actions, prepare GTM strategy and build customer loyalty, and position brand for enhanced market share.
- **Demonstrated proficiency in overseeing diverse sales & marketing projects from inception to completion**, integrating feedback from stakeholders at all levels, channel partners/distributors and achieving remarkable success in enhancing sales and customer engagement.
- **Recent achievements include enhancing brand visibility within the B2B market**, executing successful marketing campaigns, distributor partnerships, product launch, technical seminars & events.
- **Proficient in leveraging marketing automation platforms to streamline sales processes** and drive lead generation.
- **Demonstrated expertise in** market segmentation, competitive analysis, and product launch strategies, contributing to successful brand positioning and market penetration across diverse industries.

Core Competencies

Marketing Campaigns Events & Exhibitions Brand Positioning Pricing Strategies Competitive Analysis Brand Visibility	Customer Engagement Market Research Product Launch Strategies ATL/BTL Marketing Sales Lead Generation Trade Displays & Merchandising	Distribution Channels Brand Loyalty Programs Marketing Analytics Digital Marketing Social Media Marketing Website & Content Management
--	---	---

Education

- MBA (Marketing) from GRD Academy of Management, 2006 - 2008
- BBM (Marketing) from Amrita Institute, 2003 – 2006

Work Experience

Feb 2023 – Present: Global Marketing Lead

Eastman Auto & Power Ltd

Dubai, UAE

Products: Solar Electronics, Power Solutions, Lithium batteries, Automotive(TBL) and Energy Storage System

Key Result Areas:

- **Marketing Strategy:** Developing and implementing a comprehensive B2B marketing strategy aligned with company goals to drive business growth and increase market share.
- **Brand Building:** Enhancing brand visibility and reputation in the B2B market through consistent messaging and positioning across all communication channels, and executed impactful brand-building initiatives across different countries.
- **Campaign Management:** Planning, execution, and evaluation of B2B marketing campaigns, ensuring they met distributor needs and aligned with the company's value proposition.
- **Budget Management and ROI Optimization:** Developing and managing the marketing budget, investing effectively across different initiatives to maximize ROI as well as track expenditures and optimize marketing spend based on performance insights.
- **Brand Development and Digital Presence:** Spearheaded new website development, established social media channels, and created comprehensive brand guidelines.
- **Social Media Advertising:** Oversaw all social media channels and advertising campaigns, driving audience engagement and achieving targeted marketing objectives.
- **Content Management:** Managed content for social media, blogs, websites, and articles, ensuring consistent and engaging communication aligned with brand strategy.
- **Sales leads:** Executed targeted campaigns, increased sales leads & managed lead nurturing programs leading to higher conversions. Successfully managed & executed over 20 events within 1 year.
- **Exhibition Participation:** Planned and coordinated participation in exhibitions across the Middle East, Africa, Turkey & Eastern Europe, managing end-to-end processes including booth design, logistics, and showcasing products and services to maximize exposure.
- **Distributor Programs** - Conducting technical seminars, conference, distributor retail store events, country specific distributor announcement events, marketing incentive programs, sales promotions, Product displays & branding across retail outlets, brand visibility etc. Created sales materials & case studies that supported deal closure for the distributor and for the brand.
- **Stakeholder and Cross-Functional Collaboration:** Collaborating with CEOs, the Managing Director, and various internal teams (sales, factory, and operations) to align sales & marketing activities with business objectives, fostering strong relationships and ensuring effective strategy implementation.
- **Team Leadership:** Leading and managing a team of 6, providing guidance, mentorship, and support for their professional development and effective execution of marketing initiatives.

May 2021 – Feb 2023: Group Marketing Manager

A-MAP, Dial A Battery, Badami Logistics, Asimco, Auto Studio & AMWT

Dubai, UAE

Products: Auto Lubricants, Tyres, Batteries, Services, Spare Parts. (Brand: ADNOC Voyager, Solite, Sebang etc.) and Logistics

Key Result Areas:

- **Strategic Marketing Planning:** Developed and executed comprehensive marketing plans, including ATL/BTL activations, product visibility, radio campaigns, social media, digital campaigns, visual merchandising, incentive programs, and CSR initiatives for all group companies.
- **Digital Marketing & Automation:** Implemented digital marketing strategies and business automation projects, developed websites for all brands to enhance online presence and lead generation.
- **Event Sponsorship & Participation:** Sponsored and managed major exhibitions and community events, handling all aspects from planning and partner coordination to lead generation.
- **Budget Management & ROI Analysis:** Managed marketing budgets, including presenting the budget to brand principals and stakeholders, and overseeing post-ROI presentations and analyses to ensure effective budget utilization.
- **Content Management:** Managed content for social media, blogs, websites, and articles, ensuring consistent and engaging communication aligned with brand strategy.
- **Social Media Advertising:** Oversaw all social media channels and advertising campaigns, driving audience engagement and achieving targeted marketing objectives.
- **Leadership & Brand Management:** Led marketing for 15+ brands, including A-MAP, Badami Logistics, AMWT, Dial A Battery, Auto Studio, ADNOC Voyager, Solite, Asimco, Sebang, and RBI, driving brand awareness and sales in the Middle East & Africa region.
- **B2B Engagement:** Managed marketing activities for over 1000 B2B customers, aligning with sales teams to understand market needs, providing branded giveaways, implementing incentive programs, and conducting customer training sessions.
- **Product Display & Advertising:** Established product display guidelines, created trendy point-of-sale displays, and erected over 100 large outdoor signages annually to boost brand visibility.

Oct 2019 -May 2021: Marketing Manager
ThePetShop.com (Retail & Ecommerce)
Dubai, UAE

Key Result Areas:

- Developed and implemented omni-channel marketing strategies, campaigns, and media plans.
- Led product and brand launches, digital marketing, events, ATL/BTL advertising, email campaigns, and in-store branding.
- Managed creative and social media teams, overseeing marketing collateral and in-store visual merchandising.
- Created and analyzed analytics reports for campaign insights and strategy optimization.
- Enhanced B2C lead generation, email marketing database management, and customer journey mapping.
- Developed campaign roadmaps with creatives, databases, offers, and landing pages.
- Collaborated with internal stakeholders and external vendors to align marketing efforts.

Sep 2013 – Oct 2019: Assistant Marketing Manager
Al Futtaim - Ace Hardware, Plug-Ins, AF Electronics, Homework's & Aftron. (Retail, E-commerce & Distribution)
Dubai, UAE

Key Result Areas:

- Developed and executed yearly marketing calendars aligned with company growth strategies.
- Managed retail marketing campaigns, budgets, tracking actual results against projections.
- Oversaw production and distribution of marketing collaterals, coordinating campaigns, events, product launches, and PR activities with agencies, suppliers, and malls.
- Implemented store campaigns, category promotions, and regional campaigns to drive footfall and website traffic.
- Analyzed marketing reports and presented actionable recommendations to management.
- Planned and executed activations for retail stores, trade shows, events, and in-store/mall roadshows.
- Built and managed customer databases, conducting retention campaigns.
- Coordinated government permissions and facilitated brand-media interactions.
- Developed and managed digital marketing campaigns to drive traffic and conversions.
- Oversaw social media activities, posting engaging content to promote brand messages.
- Secured branding spaces in malls and developer sites for visibility.
- Collaborated with brand principals to secure funding and create implementation plans, ensuring exceptional retail experiences.
- Worked with internal departments to ensure successful project implementation.
- Conducted market surveys and brand health checks, maintaining a marketing asset library.
- Formulated and implemented marketing calendars, in-store activities, and social media competitions.
- Achieved best performance awards (2014-15, 2015-16) and the Exceptional Effort award (2017).
- Managed trade exhibitions (GITEX 2014-2018), re-launched AFTRON, and ensured brand visibility across GCC retailers.

May 2010 -Aug 2013: Marketing Executive
Splash Fashions, Landmark Group (Retail)
Dubai, UAE

Key Result Areas:

- Executed marketing campaigns and branding per the retail trade calendar.
- Managed new store openings, brand visibility, and customer loyalty programs; shared success reports with management.
- Prepared and analyzed yearly marketing, event, and in-store communication budgets.
- Ensured timely rollout of all marketing collaterals (ATL & BTL) for the brand campaigns & promotions.
- Maintained relationships with agencies, media, and suppliers.
- Prepared campaign analysis reports with ROI assessments for top management review.
- Organized events such as mall activations, fashion shows, concerts, and community gatherings.
- Conducted customer surveys and focus store promotions; measured success.
- Coordinated in-store branding solutions with external suppliers.
- Managed administrative (LPO) and accounting functions in marketing.
- Handled promotions, events, and ATL/BTL marketing collaterals across 34 stores, suppliers, and media.

Personal Details

Date of Birth: 28th March 1986

Languages Known: English, Hindi, Malayalam & Tamil

Present Address: Dubai

Visa Status: Employment Visa

Nationality: Indian

Driving License: UAE Driving license & Own vehicle

Marital Status: Married