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Cell: +91-9880611411, Email: [ramesh7646@gmail.com](mailto:ramesh7646@gmail.com)

RAMESH KUMAR

OBJECTIVE

Seeking challenging assignments with a growth oriented organization of repute.

DIGITAL MARKETING, ITALIAN LANGUAGE EXPERT - LANGUAGE LOCALIZATION EXPERT

An accomplished Marketing Professional with 7 years of expertise. Experience in developing and executing all aspects of public outreach digital marketing campaigns to increase media exposer and support strategic marketing initiatives. Strengths in Marketing Research, measurement and Analysis; Positively impact organization by identifying emerging treads and key market issues.

A certified **Italian language expert** from Institute of Culture Center & Embassy of Italy, New Delhi.

AREAS OF EXPERTISE

Digital-Marketing, Campaign Management & Analysis, Language Localization, Italian Language Expert (Translation & Interpretation), Lead Generation, Agency Management, Team Leadership & Collaboration, Market Research

TECHNICAL PROFICIENCIES

Platforms: Windows 2000/XP/Vista/Windows7

Languages: SQL

Tools: Lotus Notes, Microsoft Office Suite (Word, Excel, PowerPoint, Access, Outlook)

PROFESSIONAL EXPERIENCE

IBM India Pvt. Ltd (From July 2010 –Till date)

Designation: Campaign Planner – Sales & Distribution

Digital Marketing Professional

Key Responsibilities:

* Responsible for execution of end to end digital marketing campaigns and monitor campaign performance in UNICA (Marketing Automation Tool).
* Work with the Creative Agency i.e. Ogilvy to create the HTML Pages/Landing Pages.
* Execute digital marketing campaigns using various communication Vehicles like Electronic, Event, Face to face, Direct Mail, Tele, web based and so on.
* Constantly update all marketing tools to secure end to end campaign executions.
* Key Accomplishments
* Consistently provided trainings on IBM Marketing tools to Demand Program Professionals onsite (Italy).
* Created the Marketing Results Dashboard to simplify the Campaign analysis process.
* Got recognition for creating the monthly scorecard that was meant to track the loop holes and gaps in the Lead generation process by Tele marketing agencies.
* Earned Inspired Innovator title for replicating one of the best practices in Global Marketing Centre.

Projects:

* Inside Sales Account Assessment Project (Duration 2 months)
* Objective: Assess IBM sector accounts as per the “Account Assessment” framework.

Key Areas Covered:

* A point-of-view through a detailed secondary research on the industry priorities, existing market position of the account and competitive landscape of the account.
* Assessment of accounts strategic imperatives wrt. Revenues, profitability and long term vision.
* Competitive vs. IBM’s IT positioning. Identification of key strategic areas where IBM can position itself.
* Social Media Project on Digital Marketing Campaigns (Ongoing)
* Objective: Amplify marketing message and create marketing strategy of digital campaigns like webcast, face to face event etc. on social media sites like LinkedIn, Twitter, and Facebook and so on.

Symphony Marketing Solutions (Now Genpact) (June 2006-July 2010)

Designation: Assistant Manager – Retail Market Research (CPG Industry)

IRI, formerly SymphonyIRI Group, is a [market research](http://en.wikipedia.org/wiki/Market_research) company which provides clients with consumer, shopper, and retail market intelligence and analysis focused on the [consumer packaged goods](http://en.wikipedia.org/wiki/Consumer_packaged_goods) (CPG) industry.

Key Responsibilities:

* The job involves improving revenue generation and returns on marketing investment for client companies by supporting more effective decision-making in marketing, sales, and distribution with deep analytic skills to extract business insight from complex data sources, enabling clients to better understand market trends and reduce customer churn.
* Do extensive CPG industry markets research (Home care and Personal care industry), classify products based on their attributes, maintain product databases and do analysis of competition.
* Process the ongoing and recurrent reports based on the data available from European market.
* Analyze the data and various other reasons for the present market scenario and provide inference to the client and help them to make strategic decisions.
* Create and provide functional and operational reports to the senior management.
* Weekly Metrics report generation and analysis of individual team members’ performance for monitoring and improvement.
* Ensure all the learning from the field reports or from internet research is documented and applied to the categories to improve accuracy.
* Ensure that the team members are focused on their performance and motivate team to commit and perform. Manage client priorities & expectations.
* Key Accomplishments
* Successfully managed to get excellent performance results in the toughest market segment (Home care and Personal care Industry) by extensively training and monitoring the team.
* Consistently demonstrated excellent performance in the team of 12 and in a very short span of 3 years got promoted to Assistant Manager from Consultant.
* Improved productivity of the team by 40% by instituting automation projects and filling up the gaps in the process.
* Won awards like star of the month award, client satisfaction award, spot award and so on.

Major Freelance Projects in Italian Language (Jan 2005- Till date)

* Working as Freelance B2B Italian Interpreter for IICCI (Indo-Italian chamber of commerce and Industry), Bangalore. Worked on various interpretation projects that includes industries like Marble & Granite, Furniture, Olive Oil, Seasoning Timber Machines, Photovoltaic power cells (Solar Cells), Wooden flooring, Home Décor and many more.
* Working as Freelance Italian translator. Areas of expertise are Automobile industry, Legal documents, Travel & Tourism industry, Financial Documents, Business and Technical translations and Marketing Industry.
* Worked as Freelance Italian Tourist guide and escort in New Delhi with Travel agencies like Swagatam Tours & Travels, Kuoni and so on.

EDUCATIONAL QUALIFICATION

Yr. 2003-2006: B.A. (Hons.) Russian language, Jawaharlal Nehru University (JNU), New Delhi. 60%

Yr. 2002: 12th STD, Bokaro Ispat Senior Secondary School XI-D, Bokaro, Jharkhand. 74%

Yr. 2000: 10th STD, Bokaro Ispat Vidyalaya VI A, Bokaro, Jharkhand. 86%

CERTIFICATE COURSE

Yr. 2005-2006: Certificate Level-III in Italian Language, Institute of Culture Center & Embassy of Italy, New Delhi. 84.5%

SKILLS & ABILITIES

* Leadership Skills and a Go-getter
* Risk Taker
* Quick learner
* Multilingual
* Sincere, Friendly and Hardworking
* Ability to manage complex projects with minimal supervision

PERSONAL PROFILE

NAME: RAMESH KUMAR

AGE & DATE OF BIRTH: 28, 30TH JULY 1985

SEX: MALE

MARITAL STATUS: MARRIED

NATIONALITY: INDIAN

FATHER’S NAME: RAM CHANDRA SHARMA

LANGUAGES KNOWN: ENGLISH, ITALIAN, RUSSIAN, AND HINDI

HOBBIES: TRAVELLING AND PHOTOGRAPHY

REFERENCES: Available on request.