

# MR. KUSH RAWAL

MARKETING & BRAND PROMOTION  
&  
CORPORATE COMMUNICATIONS

## PERSONAL INFO:

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Email: [Corporate.kush@gmail.com](mailto:Corporate.kush@gmail.com)

DOB: 1993-07-10

Marital Status: Unmarried

Address: Bhaktpur, Nepal

## CORE COMPETENCIES:

5+ years of proven working experience in brand management and corporate communications.

Sound knowledge of Automobile, FMCG and Construction industry

Proactive and up-to-date with latest trend and technology.

Strong Analytical and technical skills

Goal oriented, flexible and work under pressure

Sound knowledge of Digital marketing and Google analytics.

Vendor and People management skills.

Excellent understanding of the full marketing mix

Up-to-date with latest trends and marketing best practices

To Work in a dynamic environment that provides me a wide spectrum of experience and exposure and to bring a dynamic and versatile portfolio of skills at work place and to serve the organization with positive attitude and efficiency.

## EXPERIENCES:

2022/ 03 – **MARKETING MANAGER** (MARKETING & BRAND PROMOTION)

Present **LITMUS INDUSTRIES LIMITED (RAMESH CORP.)**

Reporting: Director (Business Development)

**FUNCTIONAL ROLES:** Annual budgeting, communication product value in ATL, BTL and Digital Platform, Brand activation, Event and sponsorship, Interdepartmental coordination

### AREAS OF RESPONSIBILITIES:

#### ANNUAL BUDGETING AND PLANNING:

- Discuss with sales team, GM, VP, MD and corporate finance and draft the annual marketing budget
- Prepare and finalize quarterly marketing budget

#### ABOVE-THE-LINE (ATL)

- Developing and implementing strategies for marketing
- Improving brand recognition and reputation
- Analyzing market trends and competitors' methods

#### BELOW-THE-LINE (BTL)

- Setting brand standards, mission, and goals
- Improve the brand reach to customers
- Research on consumer markets and its opportunities
- Collaborate with agencies & inter-department i.e. Sales, Production, Procurement, & Account
- Creating go-to marketing strategies for brand to build brand loyalty

#### DIGITAL

- Supervising campaigns to ensure brand consistency
- Estimating and establishing cost parameters, budgets, & campaigns
- Researching and tracking performance and reactions
- Reviewing timeframes and budgets

#### ACTIVATION

- Reviewing success of campaign and developing ways to improve on brand recognition
- Providing production plan to production team according to sales projection
- Consistently brainstorming and collaborating with team for new ideas and strategies

#### EVENT & SPONSORSHIP

- DPS & In-shop branding in RT's Shop
- Newspaper creative development & placement
- TVC Production & placement
- Sponsorship & event concept development & implementation
- Annual, RD, RT's, & Electrician Meets

## EDUCATION:

**MBA in Marketing** – Purbanchal University (3.53 CGPA)

**BBS in Finance** – Tribhuvan University (57.89%)

**+2 in Management** – HSEB (61%)

## SOFT SKILLS:

Self – Confident

Public Speaking

Presentation Skills

Self – Discipline

Openness to new ideas

Time Management

Conflict Management

Leadership

Clear Communication

## EXTRA CURRICULUM:

15 days Public Speaking Training

20 days Photography Training

Worked as a program coordinator at Management Student Society (MASS) for 2 years

7 days SPSS training

6 days digital marketing training.

10 days Advance excel training

## COMPUTER PROFICIENCY:

Office Package

Content Management System

Adobe Photoshop

## INTERDEPARTMENTAL COORDINATION

- Analyze brand positioning and consumer insights
- Coordinating with Sales department to receive market feedback and develop marketing strategies

2019/ 09 – **ASSISTANT MARKETING MANAGER** (MARKETING & BRAND PROMOTION)  
2022/03 **CG FOODS NEPAL P. LTD.**  
Reporting: Head of Marketing

**FUNCTIONAL ROLES:** BTL Activities | ATL Activation | Digital Marketing | Events | Media

### AREAS OF RESPONSIBILITIES:

- ◆ Developing strategies and managing marketing campaigns across print, broadcast and online platforms to ensure that products and services meet customers' expectations and to build the credibility of brands
- ◆ Monitor market trends, research consumer markets and competitors' activities
- ◆ Translate brand elements into plans and go-to-market strategies
- ◆ Assist head of marketing in planning and supervising marketing operations to achieve revenue target.
- ◆ Analyze sales data and determine sales forecast.
- ◆ Recommend creative and cost effective promotional activities. And designing and developing marketing collaterals and promotional materials.
- ◆ Conduct marketing campaigns and trade shows to promote brand awareness among consumers.
- ◆ Collaborate to initiate new consumer promotion campaigns and to develop consumer engagement plans.
- ◆ Generate sales and marketing reports to management when needed.
- ◆ Cooperate with the management in the development of marketing programs and criteria to achieve sales goals.
- ◆ Evaluate marketing program and recommend improvements.
- ◆ Proper Product launching plan to create a buzz in the market.
- ◆ Analyze the performance/ quality of the agency and vendor in correlation with the existing market rate and competition.

2017/ 02 – **BRAND OFFICER** (CORPORATE BRAND & COMMUNICATIONS)  
2019/09 **SIPRADI TRADING P. LTD**  
Reporting: Head of Marketing

**FUNCTIONAL ROLES:** BTL Activities | ATL Activation | Digital Marketing | Corporate Events | Media | Corporate Communications | Corporate Identity Programs

### AREAS OF RESPONSIBILITIES:

- ◆ Planning and project managing corporate events and evaluating their success.
- ◆ Creating marketing campaigns and working with the company's external PR agencies to see them executed.
- ◆ Developing and implementing an internal marketing program.
- ◆ Planning and execution of Uniform Brand Experience.
- ◆ Creating and developing new innovative way to communicate the company messages to their existing customers.
- ◆ Contributing in implementation of marketing strategies.
- ◆ Planning and executing the corporate Identity Profile of the company
- ◆ Assisting in the formulation of strategies to build a lasting digital connection with customers.

## PERSONAL ASSETS:

Simplicity, Honesty and Loyalty

Bunch of good colleagues

- ◆ Planning and monitoring the ongoing company presence on social media.
- ◆ Assisting in formulation and execution of effective policy and procedures on corporate communication.
- ◆ Establish and maintain cordial relationship with all media ensuring cost effective and on time media releases.
- ◆ Keeping the on-going track of Competitors and marketing activities.
- ◆ Inspecting and transforming the customer data (Digital data as well) to discover the useful information.

2013/ 10 –  
2016/07

### **SALES AND MARKETING** (FAMILY OWNED BUSINESS) **RAWAL TRADE AND CONCERN**

**FUNCTIONAL ROLES:** Sales | Marketing | Negotiation | Budgeting | People Management | Lead Generation ETC....

#### **AREAS OF RESPONSIBILITIES:**

- ◆ Responsible for assigned sales targets (monthly, quarterly and annually)
- ◆ Creating new customers base and maintaining good relationship with old customers.
- ◆ Research and survey on prospective parties and market area of far western region.
- ◆ Making marketing, selling and advertising Strategies.
- ◆ Prepare regular reports on the status of the overall sales market.

#### **SM PROFILE:**

LinkedIn: <https://www.linkedin.com/in/kushalrawal/>

Facebook: <https://www.facebook.com/kushal.rawal.7564>

#### **REFERENCE:**

**Mr. Rupam Shrestha** (Earlier Supervisor)

Head of Corporate Brand & Communications  
SIPRADI TRADING P. LTD.

**Mr. Manish Singh** (Senior/Mentor)

Senior Marketing Manager – (NEPAL ICE BEER)