

TARANG OVHAL - PGDM (Marketing Communications)

Khese Park, Lohegaon, Pune – (MH)

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PROFFESIONAL EXPERIENCE

Organization	Freelancer	Duration	May 2023 – Present
Designation	Category & Brand Manager	Key Role	Category/Brand Manager
<ul style="list-style-type: none">Brands Managed EUME, Fendo, NEA & Mayur Steel (Amazon, Flipkart, D2C, QuickCommerce)Launched the brand Fendo – Umbrella & Backpacks, gave an estimate of 1.2cr for umbrellas and 0.6cr for Backpacks on FlipkartLaunched Medical Supplies, Skincare and Ayurveda for NEA with 10 FSN's (Flipkart monthly revenue 0.80 cr)Launched NEA on D2C Platform which gives a revenue of 0.15cr per MonthOversaw the operations for all the three Brands (Ads on Amazon & Flipkart – Tool used Helium10)			

Organization	Flipkart	Duration	Sept. 2019 – Feb 2023
Designation	Asst. Brand Manager/ Category Manager	Categories	Furniture / Health Care / Pvt. Label
<p>Pvt. Label (April 2022 – Feb 2023)</p> <ul style="list-style-type: none">Managed the AC portfolio with an AOP of 210 cr. Delivered growth managing the bottom-line sales target (3% CM).Planned and managed the DP achievement for the AC category.Launched Realme 6311 and 5541 SBS Refrigerators.Launched Realme and MarQ 7.5kg 5 Star Washing Machine which contribute to about 35% of the sale in 38% SATL segment.Tools Used: FDP, Hermes, Omniture, Theia, Avenger, SUV, Alpha, Vendor Hub, Helium10 <p>Medical Supplies (June 2020 – April 2022):</p> <ul style="list-style-type: none">Achieved the AOP for MASK's and other COVID essentials along with the medical supplies categories (70 cr.).Attended 95% FBF for the top selling FSN of MASK to achieve stable supply.Attended 100% SDS (Selection Design Score) for the categories Supports and Medical supply.Managed to get better NLC's and CN from top brands.Launched BBD specials with Puma and EUME.Got better promotional costs from the brands MOM to achieve the advertising targets.Brands Handled Alpha: Dettol, Wildcraft, Puma, Godrej, EUME, etc.Brands Handled MP: NEA, Vebnor, Asian, Cenwell, Gear, Tynor, Dyna, etc <p>Furniture (Sept 2019 – June 2020):</p> <ul style="list-style-type: none">Attended the AOP of 150 cr. with the categories Metal, Plastic, Kids and Outdoor Furniture with 22% MOM growth.Onboarded 20+ new brands and trained them to carry out online business.Achieved 80% SDS score along the categories.Brands Managed: Supreme, Swastik Furniture, Comfold, Italica, The Tickel Toe, etc.			

Organization	UberEats	Duration	Oct. 2018 – May 2019
Designation	City Coordinator	Key Role	Sales/KAM/Marketing/Operations
<ul style="list-style-type: none">Successfully launched the City and New Geo extensions.Planning, Strategizing and Execution of End-to-end Sales Activities (New Restaurant On boarding).P&L management for 220+ restaurants across Geo.Real time Restaurant monitoring and support for ensuring uninterrupted supply hours.Demand Planning: Data collection/analysis to forecast demand and strategize relevant weekly, monthly and special offer constructs.Working closely with restaurant owners for growth through Restaurant side discounting and inclusion.Manage and escalate any courier ops. Related issue and suggest actionable.Planning and Execution of City level marketing activities and special events.Demand Planning, Forecasting, Scheduling, Benchmarking, B2B sales, Product, KAMTools used: Salesforce, JIRA, Toolshed, Periscope, chronicle etc			

Organization	Lybrate	Duration	June 2018 – Sept2018
Designation	Manager Marketing and Sales	Key Role	Strategic Pharma Promotions
<ul style="list-style-type: none">Promote Lybrate's Digital Promotion Services for Prescription and OTX drugs to Top Pharma MNCs.			

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- Planning relevant offerings and integrated Media activities depending upon brands requirement.
- Pitching relevant offerings to brand managers and close deal with CXO level meets.
- Work closely with product and service team to create new relevant offerings.
- Own end-to-end responsibility for a campaign (Winning- Planning – Implementing – Execution – Reporting).
- Generating Case Studies and Campaign Reports.
- Forecasting, Scheduling, Benchmarking, B2B sales, Product, KAM
- Brands Handled: Cipla, Zydus, Glenmark, Alkem, Lupin, IPCA etc.

Organization	Entrepreneur Media	Duration	Aug2017 – May2018
Designation	Ad sales Ex.	Key Role	Ad sales

- Identifying brand and campaign fitment for hosting digital and print advertising on Entrepreneur and its affiliate portals.
- Designed media plans and proposals for 75+ brands from different verticals.
- On boarded 12 clients for hosting digital ad campaigns on entrepreneur.com.
- Brands handled: Mercedes, Jeep, LIC, BOB, VISA, etc.

ACADEMIC PROFILE

Degree	Institute	Year	Results
PGDM	K. J. Somaiya Institute of Management Studies & Research	2017	6.83/10
B.E. (ETX)	PES college of engineering, Aurangabad	2014	67.13%
DEPM	IDOEAC	2011	75.75%
SSC	Holy cross English high school, Aurangabad	2008	76.30%

KEY PROJECTS & FREELANCE

- **Final Year PGDM:** A critical study on Product Placement in Web Series/ VOD platforms (2017). Collected and analyzed Data to study the impact of Brand/Product placement in Indian web series on Consumer. Carried out tests like Regression and ANOVA to link Brand recall and brand inclusion.
- **Worked as BDM:** Conducted Seminars for Banking and MBA aspirants across Maharashtra for 'ILearn' a leading Competitive Examination Centre. Planned and managed all media planning and buying activities across media. Worked closely with content team and agencies for creating appealing content. (2013 – 2016)
- **Worked as sales and service engineer:** Vidya Systems. Handled hardware repair and AMCs. Responsibilities included cold calling and client presentations. Successfully on boarded 8 corporate and industrial clients (2012)
- **Final Year Graduation Project:** A Feasibility Study on Noninvasive Blood Glucose Measurement Using Photo Acoustic Method (2014)

POSITIONS OF RESPONSIBILITIES

- **Co- convener:** Students Activity Forum committee at SIMSR (2015)
- **Convener:** Guitarist and lead singer MAUJ the official band of SIMSR (2015)
- **Founder member and President:** NGO "Paaul" (2014)
- **Students Head and Lead Organizer:** National level technical event "Tectrix"

EXTRA-CURRICULAR ACTIVITIES

- Awarded the **winner - 1st position** for Basketball during annual social gathering in engineering (2013)
- **Recipient of best student award and certificate of excellence** for activities carried out during engineering (2011-2014)
- **Recipient of the title Mr. Aurangabad** for a modelling and talent hunt competition organized by infinite group (2012)

CAPABILITIES

- Brand Management, Category Management, Market Research, Market Planning, B2B sales, Media planning, IMC planning, Consumer behavior Research, Advertising, Sales.