

DEBAYAN MUKHERJEE

Experienced Brand & Marketing Manager With Wealth of Expertise Spanning 12+ Years



+91 09433812499



debayan.m87@gmail.com



Kolkata, India

~ Experience in providing marketing & communication support; taking brand ownership and providing the vision, mission, goals and strategies to match up to

~ Worked with reputed companies that offered wide exposure on diverse background and environments; applied knowledge and expertise in creating opportunities & expanding businesses



Core Competencies

Visionary, Strategy, Execution & Leadership

Sales & Marketing

Product Promotions

ATL / BTL Marketing Campaigns

Brand Management

P&L Accountability

Budgeting & Strategic Financial Planning

Supplier & Partner Coordination

Customer Partnership Management

Event Planning & Execution

Market Analysis/ Research/ Roadmap

Growth Management

Marketing Campaign Development

Competition Analysis

New Branch & Division Launch

New Business Alliances

Team Building



Soft Skills

Transformative Leadership Abilities



Strategic Vision & Implementation Prowess



Proficient Execution Skills



Talent in Ambiguous Situations



Sustained Consistency in Performance



IT Skills



MS-Office Package



Profile Summary

- Soft Skills Trainer specializing in developing students' communication, confidence, and workplace readiness for academic and professional success
- Experience in creating, developing & executing innovative Marketing/ Business Development Plans & Strategies together with designing, consolidating & improving organizational processes.
- Expert in analyzing campaign performance, staying abreast of industry trends to optimize strategies. Providing visionary leadership, fostering innovation in influencer management and content creation teams.
- Serving as a professional with a proven track record of conceptualizing and executing ATL, and BTL marketing initiatives that propel brands to unparalleled levels of success and recognition.
- Experience in implementing consumer loyalty programs/strategies to improve the product awareness in markets by brand building and market development efforts.



Notable Attainments across The Tenure

- **Independence Day & Poila Baisakh Campaign:** Successfully executed high-impact campaigns for Independence Day and Poila Baisakh, significantly boosting brand visibility and engagement.
- **BTL Project Planning & Execution:** Planned and executed impactful Below The Line (BTL) activities for various projects, driving effective consumer engagement and brand activation.
- **Vodafone Samurai Event:** Delivered the successful execution of the Vodafone Samurai event, enhancing customer experience and brand awareness through strategic event management.
- **Vodafone Young Heart Activity (North East):** Spearheaded the Vodafone Young Heart college activity across North East India, connecting with a large student audience and strengthening the brand's presence.
- **Trade Fair Branding for Lux:** Orchestrated the successful branding for Lux at trade fairs, ensuring standout brand representation and increased customer interaction.
- **Peerless Canopy Activity (North Bengal):** Led the Peerless Canopy activity across North Bengal, driving brand recognition and customer engagement in the region.



Work Experience

Since June 2025 | SWAMI VIVEKANANDA UNIVERSITY | Teaching Assistant – Management Dept

- **Soft Skill Trainer:** Designed and delivered interactive soft-skill training sessions for university students, focusing on communication, teamwork, leadership, and professional etiquette. Mentored diverse student groups through workshops, role-plays, and feedback sessions to improve confidence, presentation skills, and employability readiness
- **Mentorship:** Providing one-to-one mentoring and group guidance, helping students navigate university systems, manage time effectively, and overcome academic or personal challenges also collaborating with faculty and student services to monitor progress, offer timely interventions, and create a supportive learning environment.
- **Admission Counseling:** Conducting tele calling with existing students to provide admission-related guidance, course information, and enrollment support followed up with existing students via calls to address queries, resolve concerns, and ensure timely completion of admission and documentation processes.
- **Department Support:** Providing department support as and when necessary & successfully conducting departmental events and tasks.

Jul 2020 – May 2025 | KRICOAT India | Marketing Manager - Sales & Marketing

- **Strategic Planning and Execution:** Developing and implementing comprehensive marketing strategies to align with organizational sales targets & business goals. Analyzing market trends and consumer behavior to identify opportunities for growth and competitive advantage.

Education

PGPM (Marketing) | 2012

Globsyn Business School

B.Com. (Hons.) | 2009

Serampore College, University of Calcutta.

Higher Secondary | 2006

Chatra Nandalal Institution, West Bengal Board

Senior Secondary | 2004

Ramkrishna Ashram, Rishra, West Bengal Board

Personal Details

Date of Birth: 1st May, 1987

Languages: English, Hindi and Bengali

- **Brand Management:** Overseeing the development and execution of brand strategies to build brand awareness, positioning, and loyalty. Ensuring consistent brand messaging across all channels and touch-points.
- **Relationship Management:** Building & nurturing relationships with architects and developers through strategic visits and networking.
- **Lead Generation & Business Development:** Identifying and nurturing potential business opportunities to drive lead generation.
- **Sales & Collections:** Managing the sales processes and ensuring timely collections to meet financial targets.
- **Partnership Management:** Managing partnerships with vendors and external associates to ensure seamless collaboration.
- **Marketing Materials:** Leading the creation and development of impactful marketing materials to support business growth.
- **Budget Management:** Developing and managing the marketing budget, ensuring cost-effective allocation of resources for various campaigns and activities. Monitoring and reporting on budget spending, ensuring adherence to financial targets.

Jan 2020 - Jun 2020 | PS Group | Marketing Executive - Marketing & Brand Promotions

- Assisted in the development and implementation of marketing strategies to enhance brand visibility and achieve business objectives.
- Managed relationships with suppliers and external partners to ensure smooth and timely execution of projects.
- Designed and launched innovative campaigns for product or project introductions, ensuring maximum impact and reach.
- Formulated detailed budgets and strategic plans for campaigns and projects, ensuring efficient resource allocation.
- Engaged with business partners & associates to foster long-lasting professional relationships.
- Led the execution of BTL marketing strategies to strengthen brand presence in specific target markets.

Feb 2015- Jan 2020 | Siddha Group | Asst. Manager Marketing - Marketing & Brand Promotions

- Spearheaded the strategic planning and implementation of outdoor branding initiatives to enhance visibility and engagement.
- Managed vendor relationships and ensured timely delivery of services and products, optimizing quality and cost-effectiveness.
- Conceived and executed innovative marketing campaigns for product launches, ensuring high impact and alignment with company objectives.
- Developed and managed campaign budgets, ensuring alignment with financial goals and optimizing resource allocation.
- Fostered and maintained strong relationships with key associates, ensuring seamless collaboration and mutual growth.
- Led the planning and execution of internal office events, exhibitions, and CSR initiatives, enhancing employee engagement and brand image.
- Provided creative input and solutions for innovative outdoor advertising techniques to engage the target audience more effectively.
- Coordinated and executed both BTL (Below-the-Line) and ATL (Above-the-Line) marketing initiatives to drive brand awareness and customer loyalty.

Jun 2014-Jan 2015 | Unique Outdoor & Media Pvt. Ltd. | Operations Executive

- Oversaw the development and execution of Above The Line (ATL) marketing activities, including media planning, advertising, and digital promotions for clients.
- Led the implementation of Below The Line (BTL) activities, focusing on targeted campaigns, customer engagement, and lead generation initiatives.
- Managed the procurement, execution, and monitoring of outdoor advertising and promotional activities to enhance brand visibility.
- Oversaw the design and installation of branding materials such as GSB, flex, façade, and vinyl for retail stores to improve customer experience and brand identity.

Previous Experience

Jan 2013 - Jun 2014 | Polycorp International | Operations Executive

May 2012 – Jul 2012 | Videocon D2H | Management Trainee