

Arun. V. Lemboy

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Professional Statement

Creative, innovative and insightful marketing and branding specialist, with a demonstrated proven five plus years of successful results in planning and executing brand strategy in customer-focused market. Playing a challenging role in a fast-paced working environment, where contributed strategic initiatives to create branding activities, utilizing thoughtful leadership and communication skills.

Skills & Attributes

- Brand Management
- Marketing & Sales
- Advertising & Networking
- Client Servicing
- Market Research
- Social Media Management
- Marketing Strategy
- Product Marketing
- Team Leadership & Motivator

Education

Level	Course	University
Masters	MBA – Marketing & Information Technology (2012)	Mahatma Gandhi University, Kerala, India
Bachelors	Electronics & Communication Engineering (2010)	Mahatma Gandhi University, Kerala, India
Diploma	Electronics & Communication (2007)	Board of Technical Education, Kerala, India

Professional Experience

Profile: Senior Engineer - Marketing

Industry: Electronics Manufacturing and Services

Employer: Kerala State Electronics Development Corporation (KELTRON), Govt. of Kerala.

Location: Bangalore, India

Period: July 2017- Till Date

Responsibilities

- Marketing the products and services of KELTRON to the area allotted
- Controls and co-ordinates the marketing and operational activities of the branch (Bangalore, India).
- Deputed as project coordinator for KELTRON Activities at Indian Space Research Organization (ISRO) Satellite Centre, Bangalore.
- Review Meeting with the officials to track the performance of employees
- Handles the administrative jobs at the branch

Profile: Brand Manager

Industry: Advertising and Media

Employer: Teamone advertising Pvt. Ltd

Location: Kochi, Kerala, India

Period: February 2016 – July 2017

Responsibilities

- Handled reputed clients from different industry who have both national and international presence
- Study the current market scenario and the brand visibility and develop ideas with the client to increase the visibility of the brand and its value
- Created the media plan for the brands
- Branded and executed market [Product] branding plans at all marketing levels in competition with other market players
- Lead advertising and PR campaigns, as well as events – Worked with event management agencies.
- Coordinated media shoots (TV Ads and Catalogue Shoots)
- Creative marketing & advertising strategies development

Profile: Executive - Brand Relations**Industry: Advertising and Media**

Employer: Organic BPS – Branding

Location: Kochi, Kerala, India

Period: Nov 2012- Feb 2016

Responsibilities

- Handled clients from different industry like construction, textile, agriculture etc.
- Planned and coordinated the branding activities and reviewed the results on regular intervals
- Developed branding and campaign ideas for the clients
- Prepared timetables for each campaign based on overall goals and budget availability
- Monitored consumer reactions to new marketing strategies

Profile: Executive - Brand Relations - Digital

Employer: Brandize Consulting Pvt. Ltd. – Organic BPS

Location: Kochi, Kerala, India

Period: Nov 2015 - Feb 2016

Responsibilities

- Planned and coordinated the digital branding activities and reviewed the results on regular intervals
- Developed social media branding and campaign ideas for the clients
- Conducted social media audits for the clients
- Prepared timetables for each campaign based on overall goals and budget availability
- Established and achieved brand objectives

Highlights of Contributions & Achievements

- Analyzed market trends to address business opportunities and issues
- Developed the product/business strategy, its pricing and analysis, and performed ongoing business analysis to drive the brand performance.
- Successfully completed training on Digital Marketing by MSME–Technology Development Centre, Govt. of India
- Successfully completed IBM Business Intelligence Software Training – IBM Cognos.

- College rank holder for Diploma.
- Internship done at Kerala State Drugs & Pharmaceuticals Ltd, Pharmaceutical company in Kerala, India
- Project done at Kerala State Rubber Co-operative Ltd. - Measuring the effectiveness of advertising done by the company for their products
- Worked for a logistics company as trainee marketing
- Completed online course on social media management.

Personal Details

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