

Anil Kumar G.

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Profile summary

Seasoned marketing professional with 19 years of experience, out of which:

- Last 4 years as the co-founder and director of a marketing services company providing 360 degree marketing solutions.
- 8 plus years in global/regional role – handling marcom (branding and DG) for Worldwide, EMEA and South Asia.
- 3.5 years in account management, design and execution of promotional campaigns, events tradeshows, etc.
- 2.5 years in mere execution level of various marketing activities.

February 2014 to till date

Director - RainbowEnvision Marketing Services Pvt Ltd

I'm one of the co-founders of this company, which focuses in providing end to end marcom solutions. In RainbowEnvision, I was doing

Account management
Business development
Talent Acquisition
Training and development

October 2011 to Nov 2013

Marcom Program Manager - Lenovo Global Marketing

Communication related to product launch

- Manage end to end, various marketing deliverables for the WW product launches
- Develop datasheets, Cheatsheets, brochures, flyers, emailers and other sales enablement collaterals
- Work with cross functional teams like product BUs, finance, procurement, Alliance and legal with respect to collateral creation and production.
- Work with Global Account Managers to align the customer's key challenges to the product benefits
- Agency management (managing 3 agencies in terms of creative development and production)
- Project management

- Create communication materials for tradeshows and events that Lenovo WW participates.
- Work with analytics team to measure the effectiveness of collaterals

Budgets

- Budget management – Launch related deliverables
- Manage agency costs – production and resources

Compliance

- Adherence to campaign creative guidelines across all marketing deliverables
- Adherence to co-marketing and co-branding guidelines laid out by the alliance partners (Intel and Microsoft)
- Work with Intel, AMD and Microsoft to make sure that the Effective utilization of the alliance budget is done by adhering to the guidelines laid out by Lenovo and Microsoft/Intel/AMD

Relationship building

- Establish strategic working relationship with the SBUs and functional teams (Web, PR and training solutions) so that the Bangalore marketing Hub becomes the center of excellence and the go to place for Lenovo's global marketing initiatives.

July 2007 to September 2011

Team Lead – Shared Marketing Services EMEA, Lenovo Global Marketing

The Role in detail

Team Management

- Lead and manage a team of 6 members, in the EMEA IMC team
- Resource planning
- Evaluation – hire/fire decisions
- Make sure that the team is delivering results as per the expectations
- Identify the needs for training and mentoring the team
- Overall performance of the team

Campaign Management

- Member of the core team providing 360-degree Marketing support for channel partners–EMEA
- Coordinate with the Worldwide BU leads - plan & execute the campaign tactics for the region
- Work with the country Marketing Managers and provide them operational support in terms of campaign execution
- Forecast the number of tactics produced on a quarterly basis
- Work with cross functional teams for effective execution of campaigns

Collaterals

- Responsible for the marketing deliverables of EMEA region – Print and online
- Creative contribution in terms of booth design/backdrop towards events/tradeshows and at times execution also
- Manage the distribution of collaterals on time through various databases
- Manage the co-marketing activities – designed and implemented for the BPs of EMEA region
- Work with Alliance Partners (Microsoft, Intel and AMD) on co-branding strategies and make sure that the tactics are compliant
- Make sure that all the deliverables are adhering to the campaign creative guidelines
- **Agency management** – Work with the creative writing/production/translation agencies to produce best in class creative – print and online
- **Vendor management** (overseas) in terms of printing of collaterals and sourcing promotional materials.

Achievements.

- **Global FuPan** award Q1 2012 - 13
- **Breakthrough contribution** award Q4 2011
- The **Best Performer** award Q2 2011
- **Best team award** when it was instituted for the first time in the Global Marketing Department
- Established and nurtured a team of 6 marcom professionals
- Introduced global quality standards for marcom projects across BUs
- Created in house agency so that the costs are reduced significantly

March 2005 to June 2007

Marketing Coordinator (South Asia), for Alltech Biotechnology Pvt Ltd.

(A US based MNC Biotechnology company)

Responsibilities - Planning

- Prepare the marketing plan for India, Sri Lanka, Bangladesh and Nepal
- Liaison with the AP Marketing Manager and the finance team, and prepare the Marketing budget for the region

Responsibilities - Execution

- Coordination and execution of the marketing activities of India, Sri Lanka, Bangladesh and Nepal.
- Increase the brand visibility of the company in the region through marketing campaigns, seminars, tradeshows, advertisements and PR activities.
- Event management – Complete responsibility of tradeshows, launch programs and customer meets held in the region.
- Design and develop new and innovative marketing promotional material – Brochures, Fliers, interactive CDs, DVDs and other POP materials.
- Advertisement and PR activities. Develop new ads for the region and issue press releases of important events and conduct press conferences with industry magazines and newspapers.
- Work closely with the technical team and design team to develop the marketing collaterals and produce the materials locally without compromising corporate/campaign guidelines.
- Effective communication – internal and external – through newsletters and mail outs.
- Preparation and standardization of presentations for the senior management.

Achievements

- Designed and implemented print and direct mailer campaigns resulting in widening the brand awareness

- Was the member of international marketing team selected for “business blue print training” in Ireland during June 2005.
- Got international recognition for implementing the system to measure the effectiveness of ad and PR and thereby measuring the effectiveness of ad and PR activities.

August 2001 to Feb 2005

Creative Consultant, Bare Designs Creative (A Cochin based Ad agency)

Responsibilities

- Meeting the customers and understanding their requirements / challenges.
- Identifying innovative solutions and implementation.
- Designing and execution of marketing campaigns.
- Organizing trade shows and events for clients to increase the brand visibility.
- Work as an interface between the design team and the clients.

Professional Achievements

- Rapidly learned the ropes in working in a Professional organization and soon was indispensable part of the team.
- Got familiar with Technical aspects involved in the job and extensive exposure in print and electronic media.
- One year Hands on experience in Multimedia Communication, computing and applications.

Jan 1999 to July 2001

Marketing Executive, Arena Multimedia, Cochin centre.

(Multimedia division of Aptech Ltd.)

Responsibilities

- Conduct workshops and seminars on the emerging trends in multimedia.
- Key account management.
- Presentations to the students of schools and colleges.
- Handling student relation and customer feedback

EDUCATION

Exams Passed	Name of the board or university	% of marks / Grade	Year of passing
Executive General Management Program	IIM Lucknow		2014
MBA with specialization in International Marketing	ICFAI University	CGPA – 6.5 out of 10	2012
Advanced Diploma in digital multimedia and computer applications. (Certificate Course)	Amrita Institute of Computer technology, (Managed by Matha Amrithanandamayi Math)	A Grade	1998
Post Graduate Diploma in Management (Specialization in Marketing)	School of Applicable Mathematics, Mahatma Gandhi University, Kottayam, Kerala	73%	1997
Bachelor of Commerce	Mahatma Gandhi University, Kottayam, Kerala	68%	1996

IT Skills

Operating Systems	MS-DOS, Windows NT, Windows 95, Windows 98, Windows 2000, Windows XP.
Spreadsheet	Microsoft Excel
Word Processor	Microsoft Word
Multimedia Packages	Adobe Photoshop, Adobe Illustrator , Quark XPress Adobe Indesign, MS PowerPoint, DreamWeaver

PERSONAL:

Date of Birth	30 th May 1975	
Nationality	Indian	
Religion	Hindu	
Marital Status	Married	
Passport Number	H8493549	
Languages known	To Write	To Speak
	English, Hindi and Malayalam	English, Hindi, Malayalam & Tamil.

Notice period: Immediate

Strengths

- Good listener
- Attention to detail
- Good communicator with Positive attitude.
- Good in organizing and planning out activities.
- Ability to work in multi-cultural environment and a good team player.
- Total commitment to the work assigned.
- Aptitude to learn new concepts quickly.
- Adaptable.
- Embrace Change

Hobbies/Interests

- Playing musical instruments – percussion and flute
- Reading

Permanent Address

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Date: May28, 2018
Bangalore

Anil Kumar G.