


Shivam Tomar

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Goal-oriented marketing expert with natural talents in developing and implementing successful strategies, driving profits, increasing market share, and strengthening customer dominance. Hardworking, performance-oriented leader offering proven expertise in project development, team supervision and campaign enhancement. Develop and optimize marketing campaigns to strengthen promotional strategies. Prepared to bring 10+ years of progressive, highly organized, and conscientious experience with excellent communication and leadership skills and take on challenging positions with the opportunity to make lasting impact on company and customer success

Experience

2023 – PRESENT

Sr. Manager Marketing/ECOS (I) Mobility & Hospitality Pvt. Ltd

- Researched industry and marketplace trends to develop marketing solutions and enhance business operations.
- Performed market segmentations, targeting and positioning for each product line.
- Assessed marketing copy, art comps and final designs and compared with established specifications.
- Contributed to planning and production of industry events, advertising, direct mail, telemarketing and sales collateral.
- Cultivated and nurtured relationships with customers in strategic vertical markets to support ongoing definition of differentiated product value. Designed and managed development of new services that effectively positioned the company as market share leader.
- Managed marketing budget and associated P&L to develop and execute marketing strategies, budgets and sales plans for business segments. Developed a network of related professionals to open up business opportunities.
- Transformed corporate website and social media platforms to better engage customers and promote sales.

2022 – 2023

Marketing Manager/Vazir Group

- Researched industry and marketplace trends to develop marketing solutions and enhance business operations.
- Boosted brand awareness and generated leads while managing internal and external marketing campaigns and programs.
- Performed market segmentations, targeting and positioning for each product line.
- Assessed marketing copy, art comps and final designs and compared with established specifications.
- Contributed to planning and production of industry events, advertising, direct mail, telemarketing and sales collateral.
- Cultivated and nurtured relationships with customers in strategic vertical markets to support ongoing definition of differentiated product value. Designed and managed development of new services that effectively positioned the company as market share leader.
- Managed marketing budget and associated P&L to develop and execute marketing strategies,

budgets and sales plans for business segments. Developed a network of related professionals to open up business opportunities.

- Transformed corporate website and social media platforms to better engage customers and promote sales.
- Executed optimal sales strategies to achieve commercial goals for the target market.
- Planned new product external launch and release while managing cross- functional implementation of plan.
- Communicated value and position to the sales team and developed tools to support the selling process.
- Executed search engine marketing, advertising and public relations campaigns to generate demand and sales leads.

DEC 2019 – JUN 2022

Marketing & Public Relations Manager/ Sharaf Travels (NokScoot Airlines -GSA)

- Increased web sales (POS_IN) by 5% quarterly and brand exposure by developing new collateral and sales materials and optimizing target audience reach.
- Worked within budget parameters to develop and implement marketing strategies by analysing key data and consumer demographics, increasing revenue by 40%.
- Conducted market and public opinion research related to company's reputation and positioning among key stakeholder audiences.
- Consulted with advertising agencies to arrange promotional campaigns in various types of media.
- Planned marketing initiatives and leveraged referral networks to promote business development.
- Conducted research to analyse customers' behaviour, preferences and purchasing habits.
- Completed in-depth reviews of market conditions and customer preferences.
- Identified appropriate marketing channels and target customers for campaigns.
- Teamed with advertising agencies and outside consultants to develop strategic marketing plans.
- Created documentation outlining research findings for use by project managers, customers, and other marketing staff to make accurate decisions about future.
- Coordinated with social media, public relations, and other teams to execute product introductions.
- Tracked various product sales and costs by analysing and entering sales, business data and expenses.
- Raised brand awareness through consistent marketing efforts and product campaign launches.
- Provided research and development on GSA products to showcase benefits and retain customers.

DEC 2017 – NOV 2019

Founder & Managing Director/ Inescape Travel & Living

- Negotiated terms of business acquisitions to increase business base and solidify market presence.
- Identified business development challenges and customer concerns for proactive resolution.
- Studied market to determine optimal pricing of goods and capitalize on emerging opportunities.
- Defined company roles and responsibilities to establish and enhance processes.
- Cultivated forward-thinking, inclusive and performance-driven company culture to lead industry innovations.
- Spearheaded third-party contract negotiations to obtain favorable pricing and scheduling parameters.
- Established, optimized and enforced business policies to maintain consistency across industry operations.
- Maintained P&L and shouldered corporate fiscal responsibility.

- Oversaw business-wide changes to modernize procedures and organization

JUN 2015 – DEC 2017

Head Of Marketing & Alliances/ Travel Centre NY

- Assessed marketing copy, art comps and final designs and compared with established specifications.
- Boosted brand awareness and generated leads while managing internal and external marketing campaigns and programs.
- Researched industry and marketplace trends to develop marketing solutions and enhance business operations.
- Executed search engine marketing, advertising and public relations campaigns to generate demand and sales leads.
- Organized contacts and orchestrated innovative marketing campaigns to boost awareness, engagement and sales.
- Participated in promotional activities and trade shows, working with advertisers and production managers, to market products and services. Managed marketing budget and associated P&L to develop and execute marketing strategies, budgets and sales plans for business segments. Performed market segmentations, targeting and positioning for each product line.
- Utilized market trends and target audience statistics to effectively and appropriately market products.
- Created company brand messaging, collateral materials, customer events, promotional strategies and product commercialization.
- Reached out to potential customers via telephone, email and in-person inquiries.
- Coordinated innovative strategies to accomplish marketing objectives and boost long-term profitability.
- Developed and implemented favourable pricing structures balancing firm objectives against customer targets.
- Developed and promoted successful company sales and account management personnel into leadership positions to drive company growth.

DEC 2014 – JUL 2015

Social Media & Marketing Manager/ TCP Media Pvt Ltd (Kunzum)

- Developed marketing content such as blogs, promotional materials and advertisements for social media.
- Analysed and reported social media and online marketing campaign results.
- Analysed marketing plan and social media strategies to identify strategic weaknesses and make recommendations for improvements.
- Designed and implemented social media strategies to align with business goals.
- Set clearly defined goals to drive customer retention, brand awareness and website or social media traffic.
- Increased customer engagement through social media.
- Communicated with followers to promptly respond to queries and monitor reviews.
- Created actionable plans to grow and maintain followers through Twitter, Facebook and Instagram.
- Researched industry and marketplace trends to develop marketing solutions and enhance business operations.
- Boosted brand awareness and generated leads while managing internal and external marketing campaigns and programs.
- Assessed marketing copy, art comps and final designs and compared with established specifications.
- Performed market segmentations, targeting and positioning for each product line.
- Executed optimal sales strategies to achieve commercial goals for target market.

Marketing & Communications Manager/ TRIPQO Travel & Living (RLTgo.com)

- Contributed expertise to multiple committees to enhance outreach and branding strategies.
- Boosted sales by 17.5% bi yearly through targeted social media marketing campaign.
- Continually maintained and improved company's reputation and positive image in markets served.
- Established, initiated and optimized business development strategies based on company targets, product specifications, market data and budget factors.
- Directed marketing projects through conceptual planning, schedule management and final implementation.
- Provided research and development on products to showcase benefits and retain customers.
- Drove marketing efforts by orchestrating online and offline advertising campaigns.
- Increased sales and brand exposure by developing new collateral and sales materials and optimizing target audience reach.
- Generated 15% in sales through effective networking and marketing strategies to grow new business and increase productivity.
- Secured long-term accounts by recommending strategies to promote brand effectiveness and highlight product benefits.
- Evaluated consumer preferences and behaviours, combined with market trends and historical data, to adjust and enhance campaigns. Evaluated program effectiveness to determine return on investment. Analysed market data to inform strategic decisions.
- Built and maintained relationships with key clinicians, spokespeople, advocates and opinion leaders.
- Managed editorial calendars and rescheduled PR events and meetings. Built and strengthened industry partnerships to improve product placements, amplify coverage and maximize effectiveness of marketing strategies. Researched industry and marketplace trends to develop marketing solutions and enhance business operations.
- Boosted brand awareness and generated leads while managing internal and external marketing campaigns and programs.
- Generated reports detailing campaign performance, customer engagement and engagement trends.
- Recruited and hired capable team members to add value and diverse skills set to marketing department.
- Participated in promotional activities and trade shows, working with advertisers and production managers, to market products and services.

Skills

Market Positioning • Budgeting and Allocation • Public and Media Relations • Strategic planning • Product development • Marketing and advertising • Campaign management • Brand development • P&L Management • Corporate Communications • Go-to-Market Plans • Customer Relationship Management (CRM) Market intelligence • Brand awareness

Education

MAR 2023

[Bachelor of Arts Tourism Studies](#)/Indira Gandhi National Open University

MAR 2012

[UG Diploma In Retail Management & Fashion Merchandising](#)/Footwear Design & Development Institute

Certifications

[Fundamentals of Digital Marketing](#)/Google Digital Garage

[Strategy Of Content Marketing](#)/University Of California, Davis

[Brand Management: Aligning Business, Brand and Behaviour](#)/London Business School

[Entrepreneurial Strategic Management](#)/University Of New Mexico

[International Business](#)/University Of New Mexico

[Innovating in a Digital World](#)/Institut Mines-Télécom Business School

[Beyond Silicon Valley: Growing Entrepreneurship in Transitioning Economies](#)/Case Western Reserve University