

Professional

Summary

Corporate

Led citywide (Jamshedpur) marketing campaign with **JUSCO (A Tata Enterprise)**.

5 years' experience in **visual and graphic designing** and 2 years' experience in branding consultation.

Led inbound and outbound marketing campaigns and created **branding strategies** & guidelines for franchisees.

Non-Corporate

Head of Design - Branding Committee - IMT Hyderabad.

Visual Communication and Design Department - TEDxIMTHyderabad.

Letter of Appreciation from Major Sunil Bhakat of the Eastern Command Signal Regiment, **Fort William**.

Work

Experience

April 2021 - Present

The Business Research Company

Associate Consultant

Preparation of industry and company analysis overview reports. Secondary research for various industries.

April 2016 - May 2019

Hulladek Recycling

Last Position held: **Sr. Marketing Manager**

3 years 2 months

Created sales promotion campaigns using social media, service evangelism, and digital marketing.

Redesigned the website to improve **SEO, SEM** and **UI/UX**.

Devised the franchise model and implemented streamlining processes.

Led initiatives that resulted in **35% greater lead generation**, and **70% greater footfall in the Annual Meet**.

April 2020 - June 2020

Ideosphere Consulting

Intern - Client Servicing and Content Wing

3 months

Proposed strategies after **competitive benchmarking**, for clients like Tech Mahindra, iAuro, et cetera.

Created content on **Marketing and Branding** during COVID-19, to establish thought leadership.

Freelance - Graphic Designing and Social Media Management

5 years

For 12 companies in industries like Marathon, Renewable, Blockchain Technology, and Advertising and Printing. I have experience with **Social Media Designs, Corporate Branding, Newsletters**, et cetera.

Academic

Background

PGDM (Marketing), IMT Hyderabad 7.75 CGPA

B.Com (Honors), BESC 52%

Diploma in Multimedia and Animation, St. Xavier's College 80%

ISC, Calcutta Boys' School 80%

ICSE, The Frank Anthony Public School 83%

Branding Strategy **Campaign Management**

SEO **Strategic Planning** **Digital Marketing**

Competitive Benchmarking **Adobe Photoshop**

Adobe After Effects **UX Research**

“ A talented individual with a knack for perfection. Mayank is a young talent with great potential.

Mr. Saikat Saha,
Manager - Global Leadership
Development, Cognizant

“ He is smart, a quick learner and diligent. New ideas and keenness to learn are his strengths.

Mr. Nandan Mall,
Chief Executive Officer (CEO),
Hulladek Recycling