

Contact

Mumbai. India
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Top Skills

Agency Relationship Management
Managing Agency Relationships
Digital Strategy

Languages

Hindi
Marathi
English

Certifications

Social Media Marketing Foundations
Learning Microsoft 365 Copilot
Ethics in the Age of Generative AI
Social Media Marketing: Strategy and Optimization
What Is Generative AI?

Honors-Awards

“GOAL FIRST, PEOPLE (TEAM) SECOND, INDIVIDUAL NEXT - EARLY ADOPTERS
“KNOWLEDGE & INNOVATION TREND SETTERS”
“KEEN LEARNERS”
NUMERO UNO - RUNNER UP

Trupti Patil

Deputy Manager Marketing @ Pharma Access| Brand Management Specialist | Expert in AI Writing and Creative Design
Mumbai, Maharashtra, India

Summary

Leveraging AI-driven tools like ChatGPT, Microsoft Copilot, and Quillbot, I specialize in crafting captivating brand narratives that resonate across diverse marketing channels. With a focus on brand management, I create high-impact Facebook campaigns and content, ensuring alignment with client objectives. My data-driven approach, including expertise in influencer marketing, contributes to achieving brand marketing goals for clients like Cipla Pharmaceuticals.

#Brandstorytelling #Brandawarness #brandengagement
#SocialMediaCoordination #brandmanagement
#brandmarketing #MultiChannelMarketing #VisualMerchandising
#WebsiteMaintenance #CreativeExcellence

Experience

Pharma Access
Deputy Manager Marketing
July 2024 - Present (4 months)
Mumbai, Maharashtra, India

- Experience Summary:
- Managing International Exhibitions: Expertise in overseeing booth design, cost estimation, and vendor selection to ensure successful participation.
 - Organizing Corporate Meetings: Specializing in venue selection and corporate gifting to create impactful events.
 - Executing LinkedIn Paid Advertising Campaigns: Strategically managing and optimizing campaigns to enhance brand visibility.
 - Developing B2B Social Media Content: Crafting engaging and targeted content, primarily for LinkedIn, to drive business growth.
 - Overseeing Marketing Budgets: Efficiently managing marketing budgets and developing compelling website content.
 - Coordinating International Seminars: Leading the organization and execution of seminars on a global scale.

- Publishing Magazine Articles: Authoring insightful articles for industry-leading magazines to establish thought leadership.
- Own and drive the Digital marketing strategy and execution
- Collaborate with agencies and other vendor partners to deliver on the marketing goals

Texperits

Digital Marketing Senior Executive

December 2020 - July 2024 (3 years 8 months)

Mumbai Metropolitan Region

- Brand Management Specialist proficient in AI writing tools and Canva for creative designs
- Successfully executed LinkedIn and Google Ads campaigns with allocated budgets
- Strategic planner of digital marketing strategies, focusing on brand management
- Experienced in optimizing websites and content for performance enhancement
- Skilled in analyzing data insights using Google Analytics
- Actively involved in marketplace creatives and offer planning
- Oversaw national and international exhibitions and webinars for brand positioning
- Designed and enhanced landing pages through collaborative efforts
- Spearheaded innovative collaborations across various platforms for branding
- Demonstrated strong understanding of Google Analytics
- Agency relationship management experience

Themis Medicare Ltd

Digital Marketing Executive

July 2019 - July 2020 (1 year 1 month)

Mumbai Area, India

Effectively leading brand management in social media coordination efforts, I headed the department in Themis, where I crafted strategies and managed budgets.

Additionally:

- Successfully built, planned, and implemented the overall digital marketing strategy for OTC products with a focus on brand management.
- Formulated a comprehensive strategy for health essentials, emphasizing brand management.

- Managed and provided training for the rest of the team, ensuring cohesive and effective execution of brand-centric digital marketing initiatives.

Prose Integrated Private Limited

Senior Social Media Executive

May 2019 - June 2019 (2 months)

Mumbai Area, India

Demonstrating prowess in social media coordination, I successfully managed the world's topmost liquor brand – Diageo. My roles encompassed:

- Strategic handling of LinkedIn paid campaigns.
- Active involvement in CSR activities.
- Expertise in internal communication strategies.

CreativeDigital Brain Pvt Ltd.

Social Media Manager

June 2016 - April 2019 (2 years 11 months)

Jogeshwari east, Mumbai

Renowned for my proficiency in social media coordination, I've excelled in various roles:

- Designed impactful launch campaigns for Cancer specialist doctors at Cipla, focusing on visual merchandising to enhance online visibility.
 - Conducted thorough evaluations of competitors' Digital Marketing strategies for strategic insights and improvement opportunities.
 - Identified and executed process enhancements, content improvements, and lead-generation strategies for optimal results.
 - Monitored and strengthened the online brand presence through proactive website maintenance, user engagement, and timely reporting to clients.
 - Took the lead in hiring and training initiatives, fostering a creative and collaborative team environment.
 - Leveraged social media marketing tools like SEMrush, Google AdWords keyword planner, and Hashtagify to drive impactful and data-driven results.
- #DigitalMarketing #VisualMerchandising #BrandEngagement

Trésmode (KFC Shoemaker Pvt. Ltd.)

Head Visual Merchandising

January 2014 - April 2016 (2 years 4 months)

Mumbai Area, India

Created monthly social editorial calendars and liaise with digital marketing teams and creative agencies to design and execute campaigns.

Managed end-to-end content creation including product content writing, photography, seeding and marketing of content
Measured and reported performance of all digital marketing campaigns to arrive at ROI
Created, managed, and grew business presence across social media channels including Facebook, Twitter, Pinterest, LinkedIn, YouTube and Instagram.
Conceptualized ideas for the brand to engage with social influencers, Digital PR, bloggers, Vloggers, etc.
Strategized brand tie-ups to acquire new customers and increase sales over sustained periods

Trésmode (KFC Shoemaker Pvt. Ltd.)

Visual Merchandising Manager

March 2009 - February 2012 (3 years)

Mumbai Area, India

Responsible for store openings, Pune, Mumbai, Navi Mumbai.

Responsible for designing and set up of marketing events like Lakme Fashion show.

Designing for vouchers, letterheads, shoe boxes, shopping bags, and business cards.

Responsible for vendor relations, budget planning, material sourcing.

Central - Future Lifestyle Fashion Limited

Senior Executive VM

January 2008 - January 2009 (1 year 1 month)

Mumbai Area, India

Worked on supplier relationship management and handled dealing with suppliers

Supervised and directed 10 employees

Trained employees on store policies and directives from upper management

Helped employee career development by timely performance review, motivation, and guidance.

Helped restructuring the store by rearranging the staff according to flexible work requirements and their schedule

Shoppers Stop

Store Visual Merchandiser

February 2006 - October 2007 (1 year 9 months)

Mumbai Area, India

Created easy to use company procedures for employees to follow that resulted in higher employee satisfaction and retention.

Managed the complete store according to guidelines and cost saving methods and kept store operation costs well within budget. Achieved 30% of VMs contribution to sales & 40% to SSL brands.

Education

Sikkim Manipal University of Health, Medical and Technological Sciences

MBA, Human Resources Management and Services · (2008 - 2010)

Mumbai University

Post Graduation, Apparel Merchandising · (2005 - 2006)

Pune University

Bachelor's of Home Science, Fashion Designing · (2002 - 2005)

SoftproDMTI-Digital Marketing Training Institute-since 2009.

Diploma in Digital Marketing, Digital Marketing