

ANKUSH RANDHAWA

Strategic Marketing Manager - Demonstrated Success in Marketing Research, Strategic Analysis, CRM Management, Online Marketing and Brand Management

EXPERIENCE

Strategy & Analysis

- Led analytical projects to understand business trends, identify potential in categories/market and contributed reports and insights to strategy discussions at C-suite and Board of Directors levels
- Regular member of strategy formulation teams
- Worked with Sales Director and Marketing Director to assess opportunities, report on current sales, propose marketing campaigns, etc.
- Led sales revenue forecasting, including grassroots forecast as well as bulk trending

CRM / Business Analysis

- Led transformation of nascent CRM system into a fully functional decision and action support system
- Designed and implemented several successful personalized email and web interactions for customers using CRM, website, blog and survey software
- Currently leading systems review / redesign with focus on business management & analysis tools
- Built a strong relationship with supplier; negotiated service level agreements (SLAs)
- Acted as functional expert for ERP implementation and integration with CRM
- Led training and change management efforts including training design and process redesign

Launched Successful Brand: The Fritsma Factor (www.fritsmafactor.com)

- Created the idea for and developed a highly successful, trend setting sub-brand - a free educational resource for Hemostasis diagnostics industry
- Promoted site online and offline, registered 1200+ members in 1.5 years
- Built strong collaborative relationships with industry thought leaders and contributing experts
- Designed and built the Fritsma Factor website on a WordPress platform
- Handled web admin responsibilities

Rebranding and Implementation

- Led the team in Precision's rebranding exercise in 2006 to a successful implementation of a warmer, friendlier brand, more reflective of internal & external perceptions
- Delivered new visual identity based on new brand guidelines; managed relationship with designer and other vendors for implementation
- Introduced ideas like hosting Regional Expert Groups for diagnostic professionals to facilitate their interaction and professional development, as part of community engagement
- Key contributor in brand reframing and articulation in 2011

Communications Design + Production

- Led concept design, planning, brief development and measurement of several online and offline communication campaigns
- Conceptualized and managed several communication projects - product campaigns, market research communications, and brand communications
- Managed relationships with designers, production firms, web developers, etc. to ensure on time and on budget implementation

Consumer Research

- Established market research function at Precision BioLogic
- Led first major customer product potential assessment in PBI history resulting in better understanding of market size and individual customer potential
- Initiated collaboration with R & D team in product development process leading to customer centric and informed product design, revenue projections, intent-to-purchase assessment, etc.

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OTHER EXPERIENCE

Management

- Successfully managed a 3 person recruiting team for a 17,000 employee organization for 2 years
- Groomed and promoted two of my direct reports to higher responsibility within 18 months
- Successfully recruited over 4,500 applicants per year and selected over 300 per year
- Designed and implemented training for 600+ corporate employees over 2 year period
- Developed standard corporate recruiting policies and implemented in 23 locations
- Led three separate employee engagement initiatives involving over 2,700 employees

Marketing Consulting

- Led primary research project for market potential assessment in China for a natural resource product
- Co-lead consultant for a new market entry strategy development for a media production firm
- Expert consultant on consumer behavior research for a recreational vehicle (RV) dealership
- Part of consulting team for a major telecommunications brand in Atlantic Canada; two projects - holiday product launch and long term product development research

WORK HISTORY

Marketing Information Manager

August 2009 – Present Date, Precision BioLogic Inc., Halifax

Areas of responsibility: Marketing Strategy development; Web brand/marketing management; CRM management; Product campaigns; Marketing project management; Customer Portal development; Marketing research; Fritsma Factor (sub-brand)

Market Analyst

September 2005 – July 2009, Precision BioLogic Inc., Halifax

Areas of responsibility: CRM Management; Marketing project management; Web-marketing management; Fritsma Factor (sub-brand); Consumer research; Communication design; Competitive intelligence research;

Research Associate

April 2005 – July 2005, Cossette Communications, Halifax

Areas of responsibility: Online secondary research; Focus group coordination; Field research

Assistant Executive (Personnel)

July 2000 – July 2002, Vardhman Corporate Office, Ludhiana, India

Areas of responsibility: Recruitment and Selection; Training design; HR Information System

EDUCATION & SKILLS

MBA, Faculty of Graduate Studies Award, Dalhousie University, 2005

MBA (HR) with Distinction, Panjab University, 2000

BA (Honors in English Literature), Panjab University, 1998

Tools: MS-Office, Dreamweaver, Photoshop, InDesign, Google Analytics etc.

Development technologies: Familiar with HTML, CSS, Flash, DHTML, etc.

Languages: Fluent in English, Hindi, Punjabi; Familiar with French & Urdu