


# PRANJAL PATHAK

## MARKETING EXECUTIVE -STRATEGY AND GROWTH



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### Expertise Area



### Communication



### Strategy And Planning



### Relationship Management



### Business Development



### Stakeholder Management



### Problem Solving



### Leadership



### Customer Acquisition

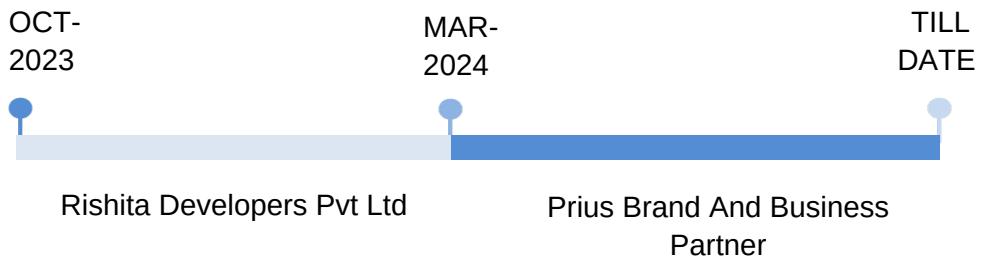


### Sales Collaboration

### Summary

Results-driven MBA professional with a strong background in Business Administration and management. Proven expertise in market analysis, digital marketing, brand management, and customer acquisition. Adept at identifying new business opportunities, forging strategic partnerships, and expanding market presence. A strong leader with a track record of managing cross-functional teams, optimizing budgets, and achieving high-impact results.

### Career Timeline



### Work Experience

#### Marketing Executive -Strategy and Growth

MAR 2024 - PRESENT

Prius Brand And Business Partner , New Delhi

- Developed innovative solutions to complex business challenges.
- Assisted senior managers in planning and executing marketing campaigns.
- Identified and secured strategic partnerships, resulting in a increase in business revenue
- Prepared presentations and proposals for client meeting.
- Contributed to the development of marketing materials to promote company services.
- Provided regular updates and reports on business development activities and progress to management.
- Conducted competitor analysis to identify market trends and opportunities.
- Developed and maintained relationships with potential clients.
- Coordinated project meetings and ensured follow-up on action items.
- Collaborated with team members to achieve project objectives within set timelines and budgets.
- Participated in brainstorming sessions and contributed innovative ideas to improve project outcomes and client satisfaction

#### Internship - Management Trainee

OCT 2023 - MAR 2024

Rishita Developers Pvt Ltd , Lucknow

- Coordinated project meetings and ensured follow-up on action items.
- Assisted in preparing project documentation.
- Supported managers in planning, scheduling, and monitoring project activities.
- Conducted market research and analysis to identify new marketing techniques and opportunities for client growth.

## Exposure in Work



- Prepared presentations and proposals for client meetings, highlighting company services and offerings.
- Conducted in-depth market research and analysis to identify new marketing techniques and opportunities, helping to shape strategic decisions.

## Education

### MBA (Finance And Marketing)

Dr APJ Abdul Kalam Technical University, Lucknow  
BBA

AUG 2021 - OCT 2023

Babu Banarasi Das University, Lucknow

AUG 2017 - AUG 2020

## Projects

### Summer Training Project

A study on Mutual Funds in a Union Asset Management Company at Lucknow, Relationship Management with Union Bank Managers and Clients on How to Develop new Business.

A Study On Marketing Strategies For Mahindra Thar In Lucknow City

- A Study on Marketing Strategies for Mahindra Thar in Lucknow city. Created a Report by Understanding the factors that Influence Customers to Purchase Mahindra Thar.
- Study aims to understand factors influencing Thar buying decisions, assess consumer reactions, examine after-sales services, evaluate awareness of dealer services, explore business activities, and analyze respondents' concerns regarding Thar cars.

### Corporate Social Responsibility (CSR) Project:

Plan and execute a CSR initiative for a company in Lucknow, focusing on community engagement, environmental sustainability, or education initiatives. Coordinate with stakeholders, manage budgets, and measure the impact of the CSR activities.

## Notable Contributions

- Led Successful Implementation of Times of India Event DTFW (May 2024): Spearheaded a team to successfully implement the Times of India Project
- Recognition for Project Excellence: Received recognition for exceptional project management and coordination skills, contributing to the successful implementation of high-profile projects such as the Times of India Event DTFW.
- Conducted Comprehensive Market Analysis: Conducted in-depth market research and competitor analysis that informed strategic planning and project development, leading to more targeted and effective project outcomes.

## Certificate

Project cost management (Udemy) CCC (NIELIT)