

NOVNISH RAMESH

INTERNATIONAL MARKETING

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Nationality : French

EXPERIENCE

EDUCATION

04/2018 – Present **EGIS (France)**

Marketing Campaign Manager

- Developed and implemented multi-channel marketing campaigns and acquisition strategies
- Created inspiring quality content for digital campaigns, website, email, social media, advertising, events, newsletters, blog posts, to increase generation of leads and promotion of services
- Collaborated with sales, customer care and service experts to comprehensively understand each service/product to provide engaging solution-oriented content for marketing campaigns that is adapted to local marketplaces
- Identified and leveraged industry trends, bench-marked competition and maintained strong knowledge of the industry and content marketing best practices to continually deliver fresh and engaging campaigns
- Coordinated the design and production of collateral for web and print (banner ads, flyers etc), including identifying and recording requirements, briefing suppliers and placing orders
- Produced in house content with Photoshop according to needs

Social Media & Blog

- Created and managed corporate social media pages and the editorial social media content calendar
- Defined and lead the strategy for Social Media: objectives, channels, messaging, categories, calendar, and execution process
- Worked with an SEO agency to identify SEO keywords and thematic areas of blog content
- Implemented SEO keywords and provided SEO oriented blog articles and unique content to feed the blog and website pages

Campaign Analytics

- Defined social media KPI's and analyzed the results using google analytics, social media insights and other analytics tools in collaboration with the digital officer
- Worked with the marketing team and evaluated the performance of all content campaigns with data and reports and provided feedback to improve and grow KPIs and ensured that insights are implemented in current and future strategies

03/2017 – 09/2017 **EDENRED (France)**

Product Manager Ticket Kadeos

- Management of all Ticket Kadeos® product formats media, paper, card and mobile. Contributed to providing the best product / service offer in the Ticket Kadeos® range for the Employee Benefits market.
- Worked across departments to define the characteristics of each product in the range and formalized the necessary communications, validated the documents produced and participated in the regular contact points with the different departments.
- Monitored and provided support to the sales objectives of each market segment (VE, number of shares)
- Performed and Implemented competitive intelligence, conducted market studies and identified the expectations and needs by market
- Proposed product content and offers that contributed to product positioning and development.
- Participated in the creation of marketing support materials in connection with the Heads of Market for commercial use.
- Created digital marketing tools to measure metrics and activity online and on mobile applications.

08/2016 – 02/2017 **UBISOFT (India)**

Project Manager: Marketing and Business Development

- Identification of potential consumer target and business opportunities in India for Just Dance based on market research, market segmentation and in collaboration with US and French marketing teams.
- Proposed and evaluated suitable opportunities and partnerships in the Indian market.
- Created and presented a viable marketing plan to the director of the studio.
- Organized an educative marketing conference on the gaming market presented by the Consumer Marketing Knowledge team for +60 people across different Ubisoft studios.
- Coordinated with BAs, product managers and project managers to analyze metrics, KPIs, advertising and monetization on games.
- Worked closely with internal studio Artists, graphists, producers, product managers to identify problem areas, risks and business opportunities on current projects.
- Tracked live mobile game operations with product managers and BAs.
- Researched on marketing campaigns and advertising scope with the mobile director and BI for internal games.

2017 – 2017 **Columbia Business School**

CERTIFICATE in Digital Marketing:
Customer Engagement, Social Media, Planning, & Analytics

2013 – 2014 **ESG – Paris School of Business**

INTERNATIONAL MBA
Specialization Marketing

2010 – 2011 **IESA Multimedia**

CERTIFICATE in Conception-
Realization of Multimedia

2004 – 2008 **American University of Paris**

INTERNATIONAL BUSINESS
ADMINISTRATION

COMPETENCIES

Languages

English- Mother Tongue,
French – Bilingual,
Tamil– Mother Tongue ,
German – Basic,
Polish - Basic

Interest

South Indian Cuisine, Video games, eSports, Karate– Brown belt, Jogging and Biking

PUBLICATIONS

The use of Sensory Marketing and its effect on Consumer Behavior

Editions Universitaires Européennes

01/2015 – 03/2016 **ALLIANZ (France)**

Project Management Officer

- Implemented and coordinated projects dedicated for the specialization and certification of Agents.
 - Executed project milestones and activities and ensured project stabilization and running phase with the different stakeholders
 - Communicated and provided support and weekly status updates on projects for regional commercial directors and delegates.
 - Monitored Project budgets and provided monthly allocation of resources for projects to regional directors and delegates.
 - Developed with the Sales Academy Allianz France and Department of Formations, the planning and training for agents and inspectors.
 - Provided elaboration of commercial offers for Construction, Building, Enterprise, Agriculture, Fleets and Civil Responsibility products.
 - Communicated regular updates of products on intranet and provided support on retail sales tools.
 - Monitored sales and business development, budget, and delivered marketing support to agents and inspectors on products and sales tools.
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11/2008 – 11/2011 **SUGANT (France)**

Product Marketing Manager

- Conducted Market research for new products, identified companies and clients internationally and Introduced new products into new markets.
 - Worked and coordinated with distributors across Europe to develop business relations and partnerships.
 - Contributed in determining and recommending prices for new products based on goals, forecasting and product profitability.
 - Provided marketing promotional materials for distributors in France and international markets (fliers, brochures, designs, logos).
 - Researched current and future demands for products and clients.
 - Maintained e-commerce site and uploaded content and images to website to promote the product and sales.
 - Increased product awareness and visibility by developing social media sites and communicated with customers before and after product sales.
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10/2007 – 12/2007

LABAROTIRES INNOTECH INTERNATIONALE

Exports Assistant