

VISAKH SASI

MARKETING AND ADVERTISING MANAGER

Place : Ollur, Thrissur, Kerala, India

PROFESSIONAL PROFILE

Results-driven Advertisement Manager with 8 years of extensive experience in advertising, branding, digital marketing, and campaign management at Elanadu Milk Pvt Ltd. Skilled in conceptualizing and executing multi-channel promotional strategies that enhance brand visibility and customer engagement. Proven expertise in leading ad shoots, outdoor branding initiatives, media and agency management, marketing communication, campaign budgeting, packaging design, and media coordination across diverse platforms. Recognized for strong leadership in managing creative teams and vendor partnerships, consistently delivering impactful visual communication and achieving key marketing objectives.

CONTACT

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+91 96332 37110

EMAIL
visakhkundoli1997@gmail.com

PLACE
Ollur, Thrissur, Kerala, India

EDUCATION

MBA - MARKETING (DOING)
IGNOU University, India

BCA (76%)
Bharthiar University, Coimbatore, India |2018

HIGHER SECONDARY (78%)
Board of Higher Secondary Examinations, Kerala, India |2015

HIGH SCHOOL (75%)
Board of Public Examination, Kerala, India | 2013

TECHNICAL SKILLS

- CorelDRAW
- SEO & SEM
- Photoshop
- Canva
- Meta Ads, Google Ads
- Zoho
- HubSpot
- Hootsuite
- Buffer
- MS Office

PROFESSIONAL EXPERIENCE

ADVERTISEMENT MANAGER
2018 – Present

Elanadu Milk Pvt Ltd, Kerala, India

- Directed advertising and branding for the full range of dairy products.
- Driving execution of New Product Development (NPD) activities
- Planning and coordinating mass media campaign including print, radio and outdoor to build brand recall.
- Led digital marketing campaigns via Meta Ads, Google Ads, and influencer partnerships.
- Developed & executed strategic marketing plans to drive sales growth and brand positioning.
- Track and document ATL & BTL campaign
- Designed packaging solutions (NPD) and visual branding aligned with customer profiles and regional trends.
- Oversaw outdoor marketing campaigns including hoardings, transit advertisements, and event branding across Kerala and Tamil Nadu.
- Managed high-quality ad shoots for TV commercials and online platforms.
- Strengthened customer relationships through CRM tools and campaign performance analysis.
- Collaborated with creative teams, agencies, and vendors for timely and budget-compliant execution.

CERTIFICATIONS

- **Certified in Digital Marketing Proffessional-2018**
  Excellence Group Of Companies, Thrissur
- **NEBOSH International General Certificate (IGC) in Occupational Health and Safety**
  Modules IGC 1, 2 & 3 – Completed | NEBOSH, UK
- **IOSH Managing Safely** – Completed | IOSH, UK

PERSONA L DETAILS

Nationality	Indian
Date of Birth	14 August 1997
Gender	Male
Marital status	Married
Driving License	Indian License

EXPERTISE/SKILLS

- Digital Marketing Strategy
- Creative & Packaging Design
- Branding & Identity Development
- Brand Management
- Market Research
- Marketing Strategy
- Team Leadership
- Outdoor & Print Media Campaigns
- Customer Relationship Management
- Problem Solving
- Time Management
- NEBOSH Certified
- IOSH Managing Safely

LANGUAGE SKILLS

English

Malayalam

Tamil

PASSPORT DETAILS

Passport No. : R8067635

Date of Issue : 29 January 2018

Date of Expiry : 28 January 2028

Place of Issue : Cochin

REFERENCE

Available upon request

HOBBIES/ INTEREST

Travelling | **Music** | **Photography** | **Videography**

DECLARATION

I hereby declare that all the details mentioned above are in accordance with the truth and fact as per my knowledge and I hold the responsibility for the correctness of the above-mentioned information.

VISAKH SASI