

# APURVA VISHWAKARMA

## MARKETING & BUSINESS STRATEGY PROFESSIONAL

Driving Brand Growth | Business Transformation | Team Leadership | Marketing Strategy | Project Management

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### CAREER OBJECTIVE

Dynamic marketing leader with 15+ years of diverse experience across Brand Management, Business Development, Project Execution, and Strategic Consulting. Proven ability to drive business growth, lead high-performing teams, and implement innovative marketing strategies. Seeking a senior role to contribute to strategic decision-making, organizational growth, and digital transformation initiatives.

### CORE COMPETENCIES

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|---|--|---|
| • Strategic Marketing & Brand Management  | • Team Leadership & Talent Development       | • Relationship & Stakeholder Management     |
| • Business Development & Market Expansion | • AI Integration in Marketing (Intermediate) | • Digital Marketing & Campaign Execution    |
| • Project & Vendor Management             | • Administration & Process Optimization      | • Corporate Communication & Media Relations |

### PROFESSIONAL EXPERIENCE

**PROGRAM CUBE ENGG. PVT. LTD. , BHOPAL | ASSOCIATE DIRECTOR** **SEPT 2019 - Present**

Leading project management and execution for medium-scale electrical and civil infrastructure projects. Responsible for vendor management, client relationships, operational efficiency, and ensuring timely delivery of projects.

**NATRAJ INVESTMENTS & TPM ADVISORY, RAIPUR | STRATEGIC CONSULTANT** **AUG 2010 - AUG 2019**

Consulted on land procurement, market analysis, pricing strategies, business planning, customer relationship management (CRM), and media engagement for real estate and infrastructure development projects.

**ACME SPACES PVT. LTD., FARIDABAD | ASSISTANT MANAGER - S&M** **JAN 2010 - JUL 2010**

Managed residential sales targeting HNI clients, executed ATL/BTL marketing campaigns, and handled corporate presentations and client engagement.

**JINDAL STEEL AND POWER LTD., NEW DELHI | SENIOR EXECUTIVE - BD** **MAR 2008 - DEC 2009**

Managed residential sales, conceptualising promotional, advertising and corporate communication strategies, formulating sales objectives, competitor analysis, monitoring sales team, vendor management

**VERTEX INDIA PVT. LTD., GURGAON | SENIOR EXECUTIVE - BD** **JAN 2006 - SEPT 2006**

Managed customer engagement, appointment setting, and sales communication in a BPO environment.

### SCHOLASTICS

**MBA (Marketing) – Edith Cowan University**, Perth, Australia (2008)

**BHM – Institute of Hotel Management**, Bhopal (2005)

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## TECHNOLOGY AND DIGITAL SKILLS

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- Marketing Automation Tools (Basic CRM Platforms, Mailchimp, HubSpot concepts)
- AI Content Creation Tools (ChatGPT, Canva AI, MidJourney)
- Market Research using AI-driven Analytics
- Exploring AI for Customer Support & Campaign Personalization
- Meta Campaigning
- MS-Office Suite | Google Workspace

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## LEADERSHIP HIGHLIGHTS

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- Built and managed cross-functional teams for project and marketing operations.
- Developed marketing strategies resulting in increased brand visibility and market share.
- Streamlined processes to enhance operational efficiency and cost optimization.
- Fostered a collaborative culture focused on innovation and continuous improvement.

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## PERSONAL ATTRIBUTES

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Strategic Thinker	Strong Communicator	Team Builder
Solution Oriented	Adaptive Leader	Relationship Cultivator

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## INTERESTS & HOBBIES

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Travel & Networking	Table Tennis (National Level)	Music
Reading Books	Snooker (State Level)	Vehicle Modifications

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## REFERENCES

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Mr. Sunil Kumar Tiwari	+91 91112 24466
Mr. Raghavendran Ravindranahtan	+91 98863 64800

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