

# HEMANGI PATIL

## **FREELANCE CONSULTANT – INTERNET/ ECOMMERCE & MARKETING**

**EKAKKSHAR SERVICES, May 2012 – Present**

- » I develop original and unique solutions for most marketing, branding, print and digital challenges that allow my clients to communicate, sell, and market themselves in a more effective manner.

## **CONSULTANT**

**IIFL INVESTMENT MANAGERS, Jul 2017 – Feb 2018**

## **CO-FOUNDER & CHIEF OPERATING OFFICER**

**99YRS NETWORK LLP (99YRS.COM), Aug 2013 – Apr 2014**

- » Managing complete ecommerce for clients across categories on various online marketplaces like Flipkart, Snapdeal, Amazon, eBay and others in India and abroad

## **HEAD –ECOMMERCE**

**INDIAPARENTING PVT LTD, Sep 2011 – Mar 2012**

- » Build and drive the ecommerce business and carry the overall P&L responsibility for the domain
- » Manage the complete product marketing, category management and operational responsibilities
- » Plan & implement Online Marketing, Social Media, SEO and SEM

## **HEAD –MARKETING & CONTENT**

**NETWORK18 (MOBILENXT & WEB18), Mar 2008 – Jul 2009**

- » Plan and implement ATL, BTL, Online & Social Media marketing plans & strategies
- » Conduct Market research; Market intelligence and brand tracking studies
- » Manage complete onsite Customer/ User Experience
- » Plan & launch new channels/verticals for business
- » Develop & manage content across web and mobile technologies
- » Corporate Communication

## **HEAD – CONTENT/ MANAGER – MARKETING (e-retail)**

**PANTALOON RETAIL INDIA LTD (FUTUREBAZAAR.COM), Jan 2006 – Mar 2008**

- » Grow the non-retail business in terms of reach & revenue
- » Plan and implement all Offline & Online marketing plans & strategies
- » Responsible for web content development and customer communication
- » Implement new channels/ products for growing business
- » Conduct market research, study the existing trends and predict the future trends
- » Plan and handle the complete PR requirements and Event responsibilities

## **DEPUTY MANAGER - MARKETING**

**REDIFF.COM INDIA LTD, Sep 2004 –Jan 2006**

- » Responsible for the entire Subscriptions online business division
- » Launch of new products like Business Solutions, Astrology, etc.
- » Work closely with the mobile team to create seamless products across platforms for users
- » Conceptualize and implement brand strategies for the brand.
- » Initiate, implement & monitor Marketing Communication; New Media; Research and BTL initiatives.

## **CONSULTANT**

**THE EVENT SHOPPE, May 2003 – Aug 2004**

## **SR. EXECUTIVE - MARKETING & STRATEGIC PLANNING**

**CABLE VIDEO INDIA LTD. (HINDUJA), Dec 1999 – Mar 2003**

- » In charge of Press, Promotion, Out-door Publicity
- » Source/ provide concepts (Brand specific and movie based), Thematic Bands for the sales team
- » Manage Barter Dealings; Research; Contests and Response Cell
- » Work closely with the Forindia.com team for webcasts, content generation & channel websites
- » Plan & implement Events like Miss Mumbai, Ganeshotsav Awards, Salute Mumbai & more

## **MARKETING & SALES**

**INDIAN AVIATION NEWS SERVICE PVT LTD, Feb 1998 – Dec 1999**

- » Responsible for setting up the entire marketing & sales division of the magazines
- » Plan & implement different marketing and sales strategies to grow the business

## **EXECUTIVE – FIELD RESEARCH**

**INDICA RESEARCH PVT LTD, Apr 1996 – Jan 1998**

- » Work on various quantitative and qualitative projects
- » Train and supervise interviewers and supervisors; Ensure quality checks on the projects



## **MARKETING & DIGITAL PROFESSIONAL**

An accomplished Internet and Marketing professional with 15+ years of expertise in all aspects of successful marketing, branding, product development and management who utilizes creativity, leadership and teamwork to design and execute solutions that create customer value and optimum revenue growth. A competitive entrepreneurial spirit with an ability to build relationships with key personnel; and a clear understanding of what it takes to succeed in new markets, applying lateral thinking to a wide range of operational business issues.

## **AREAS OF EXPERTISE**

- » E-commerce
- » Website Planning
- » Complete Consumer/User Experience
- » Marketing & Brand Building
- » Online & Offline Marketing Programs
- » Market Research & Analysis
- » Customer Communication
- » Team Building & Management

## **EDUCATION**

- » **Master's in Marketing Management**  
Part-Time Degree Course (2002 - 05)  
NMIMS
- » **PG in Advertising & PR**  
Part-Time Diploma Course (1996 - 97)  
K.C. College
- » **Bachelor of Commerce**  
Graduation Degree (1995)  
Mumbai University

## **ADDITIONAL DETAILS**

Date of Birth: 14th September 1974

Languages Known: English, Hindi & Marathi

Location: Mumbai

Referral: <http://www.linkedin.com/in/hemangi>