



# Bharath K Narayanan

Senior Brand Marketer | Brand Strategy & Integrated Marketing | D2C · Consumer Tech · Lifestyle

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## PROFESSIONAL SUMMARY

Senior Brand Marketer with 7+ years of experience building brands from 0 to 1 across consumer tech, D2C, lifestyle, and automotive sectors — in India and international markets. Proven track record of leading brand strategy, GTM execution, ATL, PR, trade marketing, influencer, and performance marketing simultaneously. Fluent in 5 languages (English, Hindi, Malayalam, Tamil, Kannada), a direct strategic asset for pan-India and GCC market brand work.

**\$13M+**

Revenue Attributed

**200M+**

Campaign Impressions

**\$2.4M+**

PR Value Generated

**7**

Global Markets

**7+**

Years Experience

## PROFESSIONAL EXPERIENCE

### Sr. Manager, Marketing | Alcatel India

Feb 2025 – Present • Gurugram, India

- ▶ Built Alcatel's brand function from 0 to 1 — brand guidelines, positioning, GTM strategy, digital presence, trade marketing, PR, and influencer — all from scratch
- ▶ Led India market launch as exclusive Flipkart partner: 1,123+ media stories, ₹8.58 Cr PR value, 100% positive tonality, and 6.3L+ Flipkart listing visits
- ▶ Orchestrated Alcatel V3 Series 5G international launch at Hyatt Deira, Dubai — 250+ attendees including global media, UAE business icons; 150+ media coverages; received CEO appreciation letter
- ▶ Drove \$10M+ directly attributed revenue via performance marketing (Google, YouTube, DV360, Meta), affiliate channels, and trade marketing — exceeded planned KPIs across all platforms
- ▶ Designed offline trade schemes including EMI plans with Bajaj Finance, TVS Credit, Home Credit; structured distributor launches and promoter programmes across key markets
- ▶ Won 3 industry awards: Innovative Brand of the Year 2025, Globally Established Mobile Handsets Brand of the Year 2025, Feature-Packed Phone of the Year 2025
- ▶ Managed 5-member in-house team and multiple partner agencies; coordinated with global HQ

### Brand Manager | Rotimatic (Zimplistic Pte. Ltd.)

Apr 2024 – Feb 2025 • Remote / Singapore

- ▶ Led influencer marketing programme driving 2M reach, 500% ROI, and \$110K/month average directly attributed influencer revenue (Sep 2024 peak: \$230,934)
- ▶ Managed referral marketing generating \$175K/month average directly attributed referral revenue (Sep 2024 peak: \$178,985) — contributing 25% of monthly revenue
- ▶ Grew social media following by +15% in 3 months through targeted content strategy across USA, Europe, and ANZ markets
- ▶ Managed cross-functional team of 5, coordinating with agencies and vendors across geographies

### Marketing Manager – Offline | EMotorad

Feb 2023 – Apr 2024 • Bengaluru, India

- ▶ Spearheaded creation of EMotorad's entire offline marketing division from the ground up as one of the first employees in the team
- ▶ Executed branding in 200+ multi-brand retail outlets (MBOs) across India; launched 8+ Exclusive Brand Outlets (EBOs) across Delhi, Bengaluru, Kochi, and other cities

- ▶ Drove offline segment accounting for 80% of brand's ₹200 Cr total revenue with only ₹1.2 Cr marketing budget
- ▶ Conceptualised and executed pan-India Festive 'FestEVal of Joy' Campaign (₹50L budget) — dealer primary sales doubled during campaign period
- ▶ Conceived and solo-executed India's first E-Cyclothon in Bengaluru — 300+ e-cycle riders, secured government and traffic permissions end-to-end

## Brand Marketing | The Man Company

Dec 2021 – Nov 2022 • Gurugram, India

- ▶ Managed social channels with ~1M follower base; grew LinkedIn 30% organically in 2.5 months
- ▶ Launched and managed The Gentleman Show — India's first D2C branded podcast with ₹50L budget, hosted by Ankush Bahuguna; featured Bhuvan Bam, CA Sarthak Ahuja, and others
- ▶ Led PR agency (75+ features), influencer campaigns (₹10L/month budget), and Brand Ambassador campaigns (Bhuvan Bam)
- ▶ Conceptualised GentlemaNFTs — India's first NFT campaign in men's grooming, tied to a humanitarian cause

## Planning & Servicing Intern | Ogilvy & Mather

Nov 2020 – Aug 2021 • Bengaluru, India

- ▶ Campaign planning for Pernod Ricard and Dabur Red; serviced Dabur Hair Oil portfolio

## New Business & Strategy | Dentsu International – WATConsult

Aug 2019 – Jul 2020 • Bengaluru, India

- ▶ South region business development; brought in ₹2 Cr annual business
- ▶ Onboarded: 3M, Inbisco, TVS Credit, Exide Life, Cricbuzz, TVS Motor

## CORE EXPERTISE

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- ▶ GTM Strategy & Brand Positioning
  - ▶ Performance & Influencer Marketing
  - ▶ Trade Marketing & Retail Branding
  - ▶ ATL / BTL Campaign Execution
  - ▶ PR & Media Relations
  - ▶ Brand Marketing & Content Strategy
  - ▶ Events & Experiential Marketing
  - ▶ Offline Brand Division Building
  - ▶ AI in Marketing & AEO

## AWARDS & RECOGNITION

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- ▶ Innovative Brand of the Year 2025 — Alcatel India
  - ▶ Globally Established Mobile Handsets Brand of the Year 2025 — Alcatel India
  - ▶ Feature-Packed Phone of the Year 2025 — Alcatel India
  - ▶ Digi-Maverick Awardee — The Delhi School of Communication (2022)
  - ▶ 2nd Rank Holder (2 consecutive semesters) — The Delhi School of Communication

## EDUCATION

### Post-Graduate Diploma in Communication | The Delhi School of Communication

2020 – 2022 • New Delhi

- ▶ 2nd Rank Holder (2 semesters) • Digi-Maverick Awardee

### Level 4 Diploma in Marketing — Distinction | Chartered Institute of Marketing (CIM), London

2019 •

### BBA in Marketing — First Class | Jain University, Center for Management Studies

2016 – 2019 • Bengaluru

- ▶ Admin & Sponsorship Head • Selected for UAE Merit Trip (1 of 40 from 1,000 students) • TEDx Organiser

## CERTIFICATIONS

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- Consumer Neuromarketing — Copenhagen Business School
- Programmatic Advertising Foundations — LinkedIn Learning
- Fundamentals of Online Marketing + Creative Certification — Google

## LANGUAGES

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English • Hindi • Malayalam (Native) • Tamil • Kannada