



Aditya Kelkar

Corporate Category Executive

MBA in International Marketing



E-Mail: adityakelkar180497@gmail.com

Date of birth – 18/04/1997

Mobile: +971527022104

Address: Dubai, UAE

Visa – Employee Visa

Valid UAE Driving License

Summary

A results-driven marketing professional with an MBA in International Business and a proven track record of successfully leading brand initiatives for 5 Skincare Brands ([Thalgo](#), [Skeyndor](#), [Elementre](#), [Amalian Fillers](#) & [Earthly Body](#)) across 5 GCC countries. Possessing an MBA in International Business and extensive experience in Marketing, I am proficient in Campaign Planning and Execution and Market Research Analysis.

Proficient in strategic planning, campaign execution, and market research, I have a strong command of digital marketing, budget management, and project management. I am skilled in ensuring consistent brand identity and messaging across all channels and am a quick learner of new technologies such as Oracle Netstock, NetSuite, and Power BI.

Through my digital marketing and sales & marketing internships, I gained hands-on experience in market research and creating impactful marketing campaigns.

Skills

Marketing & Brand Management: Brand Identity, Strategic Planning, Market Analysis, Campaign Planning & Execution, Social Media Marketing, Brand Commercials, Sales Promotions

Technical & Analytics: Oracle NetSuite, NetStock & Power BI, Google Ads & Analytics, WordPress CMS, Microsoft 365

Business Operations: Budget & Stock Management, Supply Chain Management, Negotiation, Sales Performance Management

Professional Experience



Corporate Category Executive – Skincare ([Thalgo](#), [Skeyndor](#), [Elementre](#), [Amalian Fillers](#) & [Earthly Body](#))

MADI International (Dubai)

July 2023 – present

Marketing Campaigns & Execution –

- Executed marketing campaigns across **B2B, B2C (GoldApple & Letoile)**, **online marketplaces** (e.g., Ounass, Namshi, Faces, Lookfantastic), **D2C, pharmacy stores, and wholesale**, streamlining brand communication across CRM touchpoints to enhance awareness and generate revenue
- Optimized marketing campaigns by analyzing reports and implementing data-driven decisions, such as a quarterly investment in Snapchat Influencer Marketing that generated a **4x return on revenue**.
- Conducted market research and **data analysis** to understand the **diverse target groups** in the GCC, including both locals and expatriates, to effectively communicate the **brand positioning** in both markets

Category Management -

- Successfully led the brand building efforts for 5 skincare brands- **Thalgo, Skeyndor, Elementre, Amalian Fillers & Earthly Body**, across the GCC region, encompassing the **UAE, Saudi Arabia, Oman, Bahrain, and Qatar**
- Supervised a team of 30 people, overseeing **Sales, Marketing, social media and Education** to maintain consistent brand communication for various **marketing campaigns** and **product launches** across all countries
- Partnered with **cross-functional stakeholders**, including **logistics, demand planning, finance, inventory, and warehouse** teams to ensure stable brand operations
- Created **annual business plan** incorporating brand forecasts, strategies, and marketing campaigns by analyzing full-funnel data (e.g., **impressions, clicks, conversions, ROI**) from various channels over the past year
- Led **new product development** projects for **2 skin & body devices**, encompassing all aspects of market research, testing, development, and commercialization, which significantly **enhanced the brand's value** in the market
- Achieved sell-in and sell-out targets, generating a combined annual revenue of **22 million AED in 2024** and demonstrating a steady annual **growth rate of 25%**
- Oversaw all aspects of **brand communications and negotiations** with international and local suppliers to secure favorable terms and pricing, enabling the brand to maintain healthy **margins of 70-80%** despite YOY price increases

- Executed **liquidation** strategies through sales promotions and e-commerce campaigns, reducing excess stock and non-moving items by **60%**. Prevented stock-outs by analyzing monthly sales per SKU and maintaining an average **safety stock of 4 months**
- Established strategic product pricing by conducting thorough competitor research, analyzing ex-works costs, and ensuring brand margins remained intact across all markets
- Implemented Sales promotions and lower opening order slabs which helped the Sales team for more orders as well as target **new accounts** resulting in **70% more new doors** in 2024



Freelance – Brand Manager

The More Productive Club (Dubai)

April 2023 – July 2023

- Conducted **market research** and competitive analysis to identify market trends, consumer insights, and opportunities for brand differentiation, leading to the development of targeted marketing strategies.
- Oversaw the development and execution of creative assets, including **brand identity**, advertising materials, packaging, and website on **WordPress CMS**, maintaining brand integrity and delivering impactful visual and messaging consistency.
- Developed and implemented comprehensive brand strategies to enhance **brand visibility**, market positioning, and customer engagement.



Associate Consultant - SaaS Products for L&D, Supply Chain

Infosys Ltd (India)

May 2022 – April 2023

- Handled **application development** and supported six cross-functional business applications as part of the KTBR team for the Intel Technology learning and development project
- Employed a **customer-centric approach to problem-solving**, leveraging requirements analysis and **collaborating** with the technical architect team to design and conceptualize **innovative** solutions, prioritizing **customer service** and satisfaction.
- Spearheaded the team in conducting status calls, efficiently categorizing tickets, and managing all communication channels, including client discussions and management escalations, showcasing exceptional **leadership** abilities
- Expertise in **ServiceNow application** based on ITIL framework for service management used by Intel Corporation
- Successfully enhanced existing processes, resulting in a remarkable **140%** increase in the resolution of tickets within three months at L1 and L2 levels.



Digital Marketing Intern

Magneto IT Solutions (India)

June 2021 – Dec 2021

- Surveyed to contribute to the **SEO** and **SMO** of the organization's website, as well as created content based on keywords and search queries to improve Google rankings and website metrics
- Conducted **keywords research** for client sites and articles to improve **domain authority** by more than 50% and click-through rates of their websites using **backlink outreach**
- Executed **content marketing** & on-page / off-page SEO to increase website rankings in Google search results

Education:

- **MBA in International Business (Marketing)** - Symbiosis Institute of International Business (SIIB) - May 2020 - May 2022
- **Bachelor of Engineering (Electronics & Telecommunication)** - Ramrao Adik Institute of Technology (RAIT) - April 2015- April 2019

