

PRAKASH BEHERA

Brand & Marketing Manager | GTM Strategy | FMCG & D2C

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PROFESSIONAL SUMMARY

Strategic Brand & Marketing professional with 3.8+ years of end-to-end ownership across GTM strategy, brand positioning, consumer insights, and commercial growth in FMCG and D2C sectors. Proven track record: 36% commercial revenue growth, 3 successful product launches, 200+ distribution touchpoints, and 2X brand awareness uplift. Combines analytical depth (Power BI, SQL, Google Analytics) with AI-augmented workflow execution to deliver measurable business outcomes. Experienced in cross-functional leadership, P&L-linked decision-making, and aligning brand strategy with long-term business objectives.

Open to: Brand Manager | Marketing Manager | Consumer Insights | GTM / Growth Marketing

CORE COMPETENCIES

Brand & GTM Strategy: Go-to-Market (GTM) Planning · Brand Positioning & Activation · Product Launch Management · Pricing & Portfolio Strategy · Regional Market Expansion · Channel Strategy (Traditional, Modern Trade, E-commerce) · Competitive Analysis

Consumer & Market Intelligence: Consumer Behavior Analysis · Market Research (Qualitative & Quantitative) · Customer Segmentation · A/B Testing · Consumer Feedback & Trend Analysis · CSAT Measurement

Data Analytics & MarTech: Power BI (Dashboards) · SQL · Google Analytics · Advanced Excel · CRM (Salesforce / HubSpot) · ERP Systems · Generative AI (ChatGPT, Gemini) · Marketing Automation

Campaign & Brand Execution: ATL & BTL Marketing · Digital Campaigns · Content Strategy (Canva, Adobe Creative Suite) · Social Media Strategy · SEO · Trade Promotion Management (TPM) · PR & Event Management

Leadership & Cross-Functional: P&L-Linked Decision Making · Stakeholder Management (Domestic & International) · Team Leadership · Project Management · Agility & Resilience

WORK EXPERIENCE

Founding Member – Marketing Strategy | Aromasymphonies Private Limited, Bhubaneswar, Odisha Feb 2023 –Present
Reporting directly to the Board of Directors — architected end-to-end GTM strategy, brand positioning, pricing models, and national expansion roadmap.

- **Revenue Impact:** Drove 36% commercial revenue growth by designing and executing city-level brand activation campaigns, refining pricing perception through strategic positioning, and identifying untapped market segments via consumer behavior analysis and AI-powered sentiment analysis.
- **GTM & Product Launches:** Led GTM strategy for 3 major product launches, scaling distribution to 200+ partner locations (Retail & HORECA) using geo-targeted data analysis (Excel, SQL), AI-powered content creation, and integrated offline-digital campaigns.
- **Data-Driven Intelligence:** Built advanced Power BI marketing dashboards and SQL-based consumer segmentation models tracking campaign KPIs, market penetration trends, and brand health metrics — enabling real-time leadership decision-making.
- **AI-Led Marketing Automation:** Reduced creative production time by 40% by deploying Generative AI (ChatGPT, Gemini) for campaign ideation, consumer persona development, and content creation across 10+ regional campaigns while maintaining brand consistency.
- **Market Expansion Strategy:** Grew market reach by 20% through data-backed regional market entry strategies, geographic segmentation models, and channel partnership frameworks informing distribution planning.
- **Brand Reputation & PR:** Represented the brand in nationwide PR campaigns and government award programs, elevating brand positioning and establishing market leadership in the premium lifestyle segment.
- **Global Stakeholder Alignment:** Orchestrated alignment across Indian and international stakeholders to drive global expansion initiatives, demonstrating cross-cultural strategic agility and brand consistency.

Marketing Specialist | Baidyabooti Ayurveda, Odisha

Jul 2022 – Jan 2023

- **Customer Retention & Experience:** Achieved 55% uplift in CSAT by executing consumer research-backed growth experiments and targeted engagement strategies grounded in behavioral analysis.
- **Digital Marketing & Acquisition:** Managed end-to-end digital marketing initiatives including keyword optimization, SEO, and campaign performance tracking to maximize ROI and brand visibility.
- **Marketing-Operations Alignment:** Collaborated with operations and supply chain teams to synchronize marketing campaigns with inventory cycles, ensuring seamless customer experience during high-demand periods.

Marketing Specialist | Jio (Reliance Telecom), Bhubaneswar, Odisha

Jul 2019 – Feb 2020

- **Field Marketing & Launch:** Led on-ground product launches and promotional campaigns leveraging deep local market dynamics to drive brand recognition and field-level adoption.
- **Market Penetration:** Implemented innovative promotional strategies resulting in measurable increases in local market share and brand visibility across assigned territory.

EDUCATION

Master of Business Administration (MBA) – Marketing

Jun 2025

Biju Patnaik University of Technology (BPUT), Odisha

Bachelor of Business Administration (BBA) – Marketing

Sep 2020

BJB Autonomous College, Utkal University, Odisha

CERTIFICATIONS & CONTINUOUS LEARNING

Data & Analytics

- Power BI: Dashboards for Beginners
- Marketing Analysis: Where Theory Meets Practice (Semrush)
- Business Analysis Foundations
- Business Analysis: Essential Tools and Techniques

AI & Emerging Technology

- AI Product Manager (IBM)
- Generative AI for Business / Business Analysts
- Gen AI for BA
- Introduction to Agentic AI on AWS

Business, Product & Marketing Strategy

- Advanced Project Management (Udemy)
- Market Research: Qualitative
- Content Creation: Strategy and Tools
- Business Analyst and Project Manager Collaboration
- Master Course in Business Analysis (Udemy)

CAREER IMPACT SNAPSHOT

36% Revenue Growth • 200+ Distribution Touch-points • 3 Product Launches • 40% Faster Creative Production • 55% CSAT Uplift • 20% Market Reach Growth • 2X Brand Awareness