

# DEEPAK JOSEY

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Date:

Greetings,

I am responding to your advertised \_\_\_\_\_ position and am announcing my candidacy. I have extensive experience researching and analyzing industry trends to make sound recommendations for business optimization. In addition to 4 years of experience working as *Brand Positioning & Strategy Analyst*.

I have a Master's degree in International Marketing coupled with BE – Electronics & Communication. I am currently pursuing my MSc Business Information Systems and have completed a valid course in R Studio creating an exposure in Windows, Linux & OSX. I am pursuing a course in SAS and am presently working on a project in Cloud Computing and SAS to ensure I hone my skills further more in the IT Segment.

I have been associated with Vitkvoice India Pvt Ltd for a period of 4 years. My experience has fine tuned me primarily in brand management and data analysis and predictive analysis. I have consistently demonstrated capabilities in Brand Management, Sales and Marketing, proven ability in building high performance multi cultural teams within a global matrix that influences revenue and market share of the company I am associated with. Holding strong foothold in growing brands and nurturing new launches, I have a proven track record of formulating unique strategies, brand communication, creative campaigns (some of them probably first time in the segment) through the systematic analysis of captured data that influences the firms growth and foothold in the zone.

I begin each new project by consulting with the client prior to conducting industry research. My excellent communication and interpersonal skills allow me to skillfully obtain the information needed to complete a careful analysis individualized for client needs. I have excellent functional, analytical and critical thinking skills and my produced reports are thorough and in-depth.

In addition to conducting industry research, I assess each client's competitors to arrive at effective strategies. I am highly detail-oriented. My strong focus and research-driven consultative approach makes me a terrific strategy analyst who consistently provides excellent recommendations and reports.

I would also like to mention that I am learning German and am presently in the A2.2 level, to ensure I blend into the work culture with ease and comfort. I also possess a valid Permit B visa. I know I will make a terrific strategy analyst for your company and I believe you would give me the opportunity to have a discussion at a time of your convenience. I would love to schedule an interview with you as soon as you have time available. I am easiest to reach via my cell phone.

Sincerely,

DEEPAK JOSEY

+91 99412 66601

d@cvdesigner.in

## BRIEF SUMMARY

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I have been associated with Vitkvoice India Power Ltd for a period of 4 years. Earlier to which I have had the privilege of working with Kessels and Tata for 13 months. My experience has fine tuned me primarily in brand management and data analysis and predictive analysis. I have consistently demonstrated capabilities in Brand Management, Sales and Marketing, proven ability in building high performance multi cultural teams within a global matrix that influences revenue and market share of the company I am associated with. Holding strong foothold in growing brands and nurturing new launches, I have a proven track record of formulating unique strategies, brand communication, creative campaigns (some of them probably first time in the segment) through the systematic analysis of captured data that influences the firms growth and foothold in the zone. I also possess a valid Permit B Visa.

## CAREER TRANSITION

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- **Director Marketing & Data Analysis**  
VITKOVICE India Power Pvt. Ltd, Heavy Machinery Group, New Delhi, India  
October 2010 to October 2014
- **Trainee**  
TATA Motors Ltd, New Delhi, India  
April 2009 to May 2009
- **Trainee**  
Kessels Engineering Works Pvt Ltd, New Delhi, India  
June 2007 to July 2008

## SCHOLASTICS & CERTIFICATIONS

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- 2007: BE – Electronics & Communication - Visveswaraiah Technological University - India
- 2010: Post Graduate Program in International Marketing - The Indian Institute of Planning and Management – India
- 2016: R Studio – Online Course through [www.simplilearn.com](http://www.simplilearn.com)
- 2016: Pursuing MSc Business Information Systems
- 2016: Pursuing SAS – Online Course through [www.simplilearn.com](http://www.simplilearn.com)

## ACHEIVEMENTS

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- 2014: Created a spiked \$10Million over four years which amounts to 75% total business of the company in India
- 2013: Collaborated with EEPC India to participate in India Engineering Sourcing Show-2013 in Mumbai for exploring the business possibilities in Indian market and representing Vitkovice as part of Czech Ministry Delegation to India
- 2012: Conducted seminars in Czech Embassy in collaboration with the Association of Indian Forging Industry to introduce Vitkovice Heavy Machinery products, thus creating a space and awareness in the market for the products.
- 2012: Created a thorough Data Analysis process to ensure smooth execution of client requirement and need.
- 2011: Planned and executed the 5th Annual Nuclear Conference in Czech Republic in Technical University of Ostrava under the patronage of the Ministry of Industry and Trade.
- 2009: Recognized for Coordination with RSO, TMs, Dealer Development, Logistics, Courier agencies for smooth execution of booking process
- 2008: Recognized for Client Presentations & Vendor Trainings
- 2007: Created a 23% surge in Vendor Tie Ups

## LINGUISTIC COMFORT

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GERMAN: A2.2 | ENGLISH: C2 | HINDI: Native



**DEEPAK JOSEY**  
*Brand Positioning & Strategy Analyst - MIS & Analytics*

Mobile: +91 99412 66601 | Email: [d@cvdesigner.in](mailto:d@cvdesigner.in) | Visa Status: Live | Visa Type: Valid Permit B

# KEY OPERATIONAL AREAS

Vitkovice entered the Indian market newly in the year 2010 and as the Director Marketing, it was my sole responsibility to establish the company's presence locally and to develop business opportunities.

- Business Development:
  - Driving Sales Automation Project for END to END sales process from company to consumer lifecycle in the Indian Market.
- Business Analysis:
  - Ensuring system implementation and Process design for timely, accurate and reliable MIS & Analysis to achieve best quality in the given area.
  - Expertise in gathering, analyzing and documenting business requirements and developing Business Requirement Documents and Functional Requirement Specifications.
  - Ensure that all the processes and requirements are accurately defined in the proposal.
  - Performing research on new enhancements, competitor and market analysis for higher management.
  - Communicating process changes, enhancements, and modifications to the team.
  - Presentation of Power Point slides detailing corporate scenarios chronologically at Management Review Meetings.
  - Management - Level coordination with CEO, CSO, CFO and Board to provide accurate end results.
  - Analytics in business models to facilitate improving company operations.
  - Creation of Data-Templates for the organized maintenance of Macro and Micro Information System.
- Sales Support
  - Providing support to team on day to day routines for effective implementation of company's objectives and suggesting areas of improvement with wide in-depth analysis of the Sales & Revenue.
- Environment & Competitor Analysis
  - Analyzing external environment of business which includes analyzing macro-economic factors and tracking competitor's performance and activities.
- Achieving Business Objectives
  - Supporting Circle Head with specific analysis for taking business decisions and driving actionable to achieve business objectives.
- Distributor Engagement
  - Distributor (Channel Partner) ID Creation, Document Verification, Performance Commission, Distributor Meet Arrangement
- Reports Automation
  - Competition Sales Report
  - Revenue Report
  - Percentage contribution of Net Adds with Activations (Circlewise & OperatorWise).
  - Revenue & AGR Report (Circlewise & OperatorWise).
- Additional Initiatives
  - Represented as the face of the company at multiple state and private enterprises as well as Indian and Czech Ministries
  - Planning, executing and attending events in collaboration with the IndoCzech Chamber of Commerce to promote business opportunities between the two countries in the sectors of engineering, power and steel
  - Facilitating attendance of Indian counterparts to such events through networking

# DOMAIN EXPERTISE

