

# ARMAAN AGGARWAL



## About Me

Experienced Sales & Marketing Specialist with strong design acumen. Skilled in content creation, campaign management, and brand awareness. Proven track record of driving revenue growth and maximizing results through innovative strategies. Quick to adopt industry trends, fostering fresh and creative ideas.



(+91) 9818006669



armaanaggarwal1234@gmail.com



B-13 West End Colony, New Delhi - 110021

## LANGUAGE

- English (Native)
- Hindi (Native)

## EXPERTISE

- Management Skills
- Creativity
- Market Analysis
- Campaign Management
- Content Writing
- Leadership

## EXPERIENCE

### Lite Bite Foods

Gurugram, India

May 2019 - Present

#### BRAND MANAGER

- Led a dynamic team in the remarkable expansion of the Pan-Asian CDR brand YOU MEE, overseeing the growth from a single outlet in 2018 to a network of 11 outlets by 2023.
- Spearheaded the development of YOU MEE into a robust brand with an average EBIDTA of 25%, showcasing a consistent and healthy bottom line.
- Assisted in achieving the annual budget for YOU MEE through new customer acquisition, building a strong digital media footprint, data analysis, effective CRM campaigns & increased SSSC.
- Collaborated with a highly skilled team of designers and architects to define and establish comprehensive brand guidelines that governed all aspects of communication for future endeavours.
- Teamed up with the Operations Head to meticulously review individual outlet performances, devising customized strategies that drove optimal revenue growth.
- Partnered with the Brand Chef to craft an innovative & enticing menu to cater to customer preferences & conducted in-depth KOT analysis month-on-month to build transactions through effective sales-building & marketing initiatives.
- Successfully cultivated and nurtured an organic Instagram following that now stands at 8,200+ loyal followers as of 2023.
- Ensured meticulous adherence to brand guidelines when designing marketing collateral for all YOU MEE outlets, meeting strict timelines.
- Achieved 10% quarterly growth in delivery sales by leveraging data-driven insights to optimize delivery processes and enhance customer experience.
- Ensured the average rating of all YOU MEE outlets on Zomato, Swiggy & Google was 4.1\* with an NPS (Net Promoter Score) of 35+ through proactive engagement, swift issue resolution, and consistent customer satisfaction initiatives.

### Zomato

Gurugram, India

April 2018 - April 2019

#### FEATURES WRITER

- A founding member of the Zomato 'SneakPeak' team, responsible for writing unbiased and informative editorials about restaurants & cloud kitchens in Delhi NCR.
- Personally visited 100+ restaurants & cloud kitchens, interviewed restaurant owners & chefs, wrote articles and directed photo & video shoots for the Zomato SneakPeak platform.
- Learned & conducted food-styling, frame-setting & photo editing.

### ScoopWhoop

New Delhi, India

September 2016 - March 2018

#### CONTENT CREATOR

- Produced original, creative content for promotional advertisements and marketing materials.
- Conducted detailed marketing research and analysis of current trends, in order to make topical content that resonated with our viewership.
- Wrote advertising material for use by publication, broadcast or internet media to promote the sale of goods and services.
- Assistant directed in-house short films that garnered hundreds and thousands of monetised views on YouTube, Facebook & Instagram.

## **Diamond Direct Foods**

**New York, USA**

**September 2015 - September 2016**

### **INTERN**

- Assisted the company in establishing a social media presence for its restaurant chain, "Brod" - a Scandinavian restaurant & bakery.
- Worked with the digital marketing and public relations team to advertise the company's first venture into fine dining, "Agern", the brainchild of world renowned Michelin star Chef Claus Meyer at Grand Central Station.
- Efficiently managed the company's inventory using POS software 'Counterpoint' to properly administer sales & purchases.
- Worked in collaboration with chefs to create the recipe & instructions manual for the brand Street Foods of Punjab Grill food truck.
- Helped in the research & development of a B2B business plan for the brand, 'Hale and Hearty Soups', which included the construction of an 8000 sq. ft food commissary.

## **Mint Newspaper**

**New Delhi, India**

**July 2014 - September 2014**

### **INTERN**

- Wrote news stories, developed leads and constructed headlines.
- Covered special events and breaking news with eye for detail and tenacious pursuit of important information.
- Shadowed senior journalists on field reports & conducted interviews with both upcoming & well-established businessmen.

## **Apollo Tyres**

**New Delhi, India**

**May 2013 - August 2013**

### **INTERN**

- Assisted in the preparation of presentations for sponsorship meetings between Manchester United and Apollo Tyres.
- Took meeting notes and compiled paperwork to support the department.
- Developed business, financial and analytical skills in a fast-paced work environment.

## **EDUCATION**

### **University of Nottingham**

BSc in Business Management

2012-2015

The BSc in Business Management at the University of Nottingham provided me with a comprehensive education in key business principles and practices. With a focus on practical application and industry insights, this program equipped me to graduate with the skills and knowledge to excel in a diverse business environment.

### **Sanskriti School**

Commerce

2005-2012