

## **MEENAKSHI GAUTAM**

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### **EXPERIENCE**

#### **McCombs School of Business**

**2001 – 2002**

Business School at University of Texas at Austin. Ranked amongst the top ten in US.

##### Teaching Assistant

- Assisted in teaching *Foundations of Marketing* and *Direct Marketing* courses while simultaneously pursuing my Masters in Advertising.
- Job responsibilities included advising and managing two classes of 500 students, teaching occasionally, grading case studies and preparing and conducting examinations.

#### **Footnote & Belding - Ulka Advertising Limited**

**1999–2001**

One of the largest advertising agencies in India with FCB Worldwide as the majority stakeholder.

##### Senior Account Executive

2000–2001

- Part of the launch team for ‘Vanish’ stain remover from Reckitt Benckiser plc- The world’s number 1 company in household cleaning products. Conducted research studies including pre-testing of concepts and ads, and focus groups on washing habits in India. Partnered with ACNielsen BASES team for forecasting the product potential in the country.
- Developed vendors for recruiting focus group participants and providing competitive market research data.
- Planned and implemented advertising (TV and Print), promotional and PR activities during the simultaneous brand launch in 3 states.
- Researched the feasibility of launching two new Reckitt Benckiser products in India: Calgon, a water softener and Calgonit, an automatic dishwasher detergent. Initiated compilation of a database for automatic dishwasher owners in key Cities to directly target this consumer base.
- Conducted ethnographic studies and secondary data collection for new business pitches.
- Spearheaded the online initiative for Usha, a 100-year old consumer durable brand. Coordinated the launch of their corporate and e-commerce website.

##### Account Executive

1999– 2000

- Provided managerial support to LML Vespa - One of the largest two-wheeler brands in India. Served as the interface between the agency and the client - Taking client briefings, writing creative briefs, presenting to the client, and ensuring on-schedule media releases.
- Initiated bi-monthly brand review within the agency. Ensured monthly accounts reconciliation and immediate billing to minimize outstanding amounts from clients.

#### **Siemens Telecom Ltd.**

**1998-1999**

A joint venture company of Siemens AG marketing mobile handsets and landline phones in India.

##### Marketing Officer

- Part of brand management team interacting closely with the sales team and advertising agency.
- Independently planned, allocated and monitored advertising and promotional budgets for various sales territories. Organized the Annual distributor and dealer conferences.
- Designed quarterly incentive schemes for the distribution channel and sales teams to ensure sales target achievement. Prepared monthly reports on impact of sales & marketing efforts.
- Responsible for all Corporate Communications and PR related activity including editing and publishing the company newsletter, writing press releases and co-coordinating press conferences.

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## **EDUCATION**

### **MASTERS IN ADVERTISING (ACCOUNT PLANNING)**

*The University of Texas at Austin (Texas, USA).*

GPA 4.0

**2002**

***(December)***

### **MASTERS IN BUSINESS ADMINISTRATION (MARKETING)**

*F.O.R.E. School of Management (New Delhi, India).*

Amongst top 10 marketing graduates.

**1998**

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## **ADDITIONAL INFORMATION**

- Conducted Market Research and devised strategy for launch of a cash-replacement Radio Frequency Identification Device (RFID) for Bank One in Austin, Texas. The strategy was chosen as the best one amongst competing teams.
- Developed and facilitated implementation of an Integrated Marketing Communications plan for Texas Department of Agriculture for the launch of a new range of horticultural products under the umbrella brand 'Texas Superstars'.

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## **SKILLS**

- Proficient in the following programs:  
*Web Design and Publishing:* Frontpage, Macromedia Dreamweaver, Flash, Adobe Photoshop  
*Analysis and Presentation:* SPSS, MS Access, Excel, Powerpoint
- Research skills- Proficient in both quantitative research techniques like designing and conducting surveys (Online and paper-based), factor analysis and Conjoint Analysis and in qualitative research methods like In-depth interviews, focus groups and case-studies.
- Language Skills-Can speak, write, and read in English and Hindi. Can write, read and understand Sanskrit and some Spanish.

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**REFERENCES AVAILABLE ON REQUEST.**