

# Curriculum Vitae

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## Personal Information

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## Professional Summary

A result-oriented professional with over 16 years of experience in Events, Marketing, Branding, Revenue Maximization, and Exhibitions. Proficient in managing large-scale events, developing creative marketing strategies, and delivering high-impact brand activations. Expertise in client relationship management, business growth, and team leadership.

- Five month work experience with CP 67 Mall (Pioneer Property Zone Services)
- One Year eleven months of working experience with Kapsons Fashion Pvt. Ltd. as Manager Marketing & Advertising Promotions
- Two years and eleven months working experience with Nexup Group as Group Head, Handling business and management pursuit along with Event production and execution.
- Four Years of working experience with Tycoon Event & Promotion Pvt Ltd as Manager Events and Promotions, Handling Events and on ground activities along with Event
- Two year six months Experience with Resources Event & Promotions as Manager Production handled 360 degree events and on ground activations.
- Three Year two months Experience with Resonance Diversified as an Assistant Manager-Operations.

## Core Skills

- Event Planning & Execution (360-degree events and promotions)
- Brand Building & Marketing Strategy Development
- Revenue Maximization & Budget Management
- Client Relationship Management & Negotiation
- On-Ground Activations & Promotions
- Celebrity and Artist Management
- Digital Marketing & Social Media Integration
- Team Leadership & Motivation
- Vendor Coordination & Media Relations
- Communication & Public Relations Management

# Professional Experience

## Manager Marketing | CP 67 Mall (Pioneer Property Zone Services)

Jan 2024 – Jun 2024

## Manager Marketing & Advertising | Kapsons Fashion Pvt. Ltd.

Feb 2022 – Dec 2023

- Successfully managed celebrity visits, product planning, brand promotions, and store launch events.
- Coordinated movie promotions, brand collaborations, and BTL (Below-the-Line) activities to drive footfall and increase sales.
- Developed and executed promotional campaigns including Kapstars Best Dressed Competition and Instastars College Activations.
- Established key partnerships with media channels like PTC Punjabi, Zee Punjabi, and Tabbar Hits to raise barter values for events.
- Managed event production for store-wide winter carnivals and collaborated with schools, universities, and restaurants for maximum conversions.
- Worked closely with internal teams and external agencies for content creation, PR campaigns, and brand communication.

### Key Achievements:

- Successfully increased footfall and sales during promotional events across 25 locations.
- Coordinated large-scale fashion and promotional events with renowned media partners.
- Developed and implemented BTL activities leading to enhanced customer engagement and business growth.

## Group Head | Nexup Group

Jan 2019 – Dec 2021

- Handling 360 degree events and promotions for Nexup's Clients.
- Developing the overall brand strategy and implementing the same across various marketing channels.
- Analysing information and data related to relevant areas for evolving business strategies.
- Raising barter values with media houses towards specified events.
- Proven capabilities in conducting special on-ground promotions and events along with on-ground operations, devising brand building activities and accelerating the business growth
- Identifying market opportunities, developing business cases and offering successful products/services.

- Identifying, understanding and analysing clients' needs & requirements and suggesting creative ideas which can support the brand to interact with their target group ensuring the highest level of customer service.
- Thoroughly involved in Management decisions like product planning, brand planning, advertisement
- Handling Artist management and large scale events
- Coordinating with various media personnel, PR as well as advertising agencies in implementing communication plans for event promotion and ensuring admirable PR valuation for the events.
- Handling all mall Décor, Activities, Events production.

**Key Achievements:**

- Thoroughly involved in following segments of the Group
  - Content Development
  - Marketing Communication
  - Public Relations
  - Decision Making Segment
- Actively been a part of social activities in the city and have sponsored local events too

**Manager Events and Promotions | Tycoon Events & Promotions Pvt. Ltd.**

Nov 2014 – Nov 2018

- Managed 360-degree events and on-ground activations for multiple clients.
- Designed and executed promotional activities such as Connect Super Jodi and Videocon Young Manch.
- Coordinated large-scale events and live shows featuring renowned artists like Gurdas Maan, Wadali Brothers and Jazzy B.
- Oversaw artist management, event production, and collaborations with media and PR agencies.
- Negotiated media partnerships and increased revenue through sponsorships and BTL activations.

**Key Achievements:**

- Successfully managed major events such as the World Holi Fest and live concerts with celebrity performances.
- Led high-profile mall activations, including large-scale décor setups and international collaborations

**Manager – Production | Resources Events & Promotions**

Feb 2012 – Sep 2014

- Coordinated production for a variety of events, from corporate activations to product launches.

- Worked with media and advertising agencies to ensure seamless event execution and PR management.
- Maximized revenue by conceptualizing and managing exhibitions, activations, and other BTL events.
- Used digital marketing platforms to amplify event promotions and drive customer engagement.

**Key Achievements:**

- Led the successful launch of AIRCEL's mobile network in Punjab through innovative OOH and on-ground marketing campaigns.
- Improved brand visibility and customer engagement through integrated digital and physical promotions

## **Assistant Manager – Operations | Resonance Diversified**

Oct 2008 – Jan 2012

- Coordinated production for a variety of events, from corporate activations to product launches.
- Worked with media and advertising agencies to ensure seamless event execution and PR management.
- Maximized revenue by conceptualizing and managing exhibitions, activations, and other BTL events.
- Used digital marketing platforms to amplify event promotions and drive customer engagement.

**Key Achievements:**

- Coordinated the meet & greet event with Hrithik Roshan for Coca-Cola at Hotel Taj, Chandigarh.
- Successfully managed on-ground college campaigns for prominent brands like IDEA and Dainik Bhaskar.

## **Education**

Bachelor of Arts (BA) | EILM University, Sikkim

Senior Secondary | CBSE, Chandigarh

Higher Secondary | CBSE, Chandigarh

## **Languages**

English – Fluent

Punjabi – Native

Hindi – Fluent