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**CAREER SUMMARY**

* **Over *7 years*** of experience in ***Marketing, Corporate Communications, Brand Building, Events & Multi-Platform Media*** spanning multiple domains and geographies.
* **Masters Degree** in Journalism & Communications from the **University of Sheffield, UK. Bachelors Degree** from **Halifax, Canada** and an Executive Program **in Marketing Management from IIT Bombay School of Business.**
* Extensive experience working in Marketing, Corporate Communications & Brand Management.
* Broad technical and business knowledge combined with a solid education and outstanding leadership ability and creative problem solving skills in both strategic and tactical areas.

**KEY STRENGTHS**

* **Strong consultative approach** aimed at defining business processes that reduce redundancy, improve accuracy and efficiency, and achieve organizational objectives
* **Highly focused and results –oriented** in performing complex, deadline-driven operations, able to identify goals and priorities and resolve issue in initial stages that ultimately results in profits.
* **Very strong interpersonal and communication skills**, work equally well one-on-one or in team settings
* **Internationally diversified, methodical and responsible worker** with experience across diverse countries and industries
* Self –motivated, result – oriented, adaptive and committed
* Adaptable and Evolving to different industries, technology, markets& cultures

**KEY SKILLS**

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| * Corporate Communications
* Marketing
* Budgeting
* CSR initiatives and Social Development
* Brand Management & Building
* Film, Produce & Content Writing
 | * Key Account Acquisition &Management
* Client Relationship Management
* Business Presentation & Negotiations
* Team Development and Management
* Event Management
* Media Planning (ATL, BTL & Digital)
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**PROFESSIONAL EXPERIENCE**

***MCHI-CREDAI: Mumbai, India Feb 2014 - Present***

***Manager, Marketing Communications***

* Responsible for the overall Corporate and Marketing Communications for the Indian Real Estate Industry’s founding & largest apex body.
* Responsible for Sales & Sponsorships, Marketing, Media Planning, Branding & Communications for the MCHI Premier League.
* Ideated, developed and spearheaded the MCHI Premier League (MPL). Indian Real Estate sectors biggest sports networking league/event and the organisations marquee event.
* Generated revenue of close to Rupees 10 Million in its second year and profits of close to Rupees 6 Million.
* Lead a team of 15 individuals and successfully handled Marketing & Communications of the MCHI-CREDAI Property Expo, India’s largest Real Estate & Finance Exhibition with a budget of over Rupees 60 Million for Marketing and Promotions alone.
* Led the MCHI-CREDAI Property Expo in October 2014 & April 2015, which saw a record turnout of over 100,000 visitors over 4 days and 75% success rate for property or finance enquiries or bookings, making it the most successful Property Expo in the country.
* Property Expo profits far exceeded expectations and were pegged at Rupees 500 million. The biggest in its 15 years since conception.
* Conceived and developed multiple unique CSR activities for the organization to initiate or develop, aided by strong public relations that aimed to change the general perception of the Real Estate sector in India.
* Rebranded and redeveloped the organization’s website to ensure better connectivity and knowledge sharing amongst members and develop it into a self-sustaining profit making project.
* Revamped the organizations existing internal events including the Annual General Meeting by strategic brand tie ups, effective internal communications to conduct a half hour debate on Real Estate & Finance with NDTV Profit/Prime. The AGM 2014 was the biggest internal event in the MCHI-CREDAI’s existence.
* Led a team of 10 to ideate and develop a list of new events including webinars, knowledge sharing sessions, conferences and awards night, developing a stronger revenue generation model for the organization.

***AMC Creative Communications: Mumbai, India Dec 2009 – Jan 2014***

***Key Accounts Manager***

* Successfully handled small/large corporate accounts& their campaigns, including TV, Digital, Print, Radio, Outdoors, BTL, Events, Rural Marketing amongst others.
* Assessed potential business opportunities and identified target markets.
* Responsible for intelligence gathering on potential clients and agency competitors.
* Planned and implemented ATL, BTL, Outdoor and Digital strategies, plans and campaigns for various clients after rigorous market research.
* Evaluated businesses, helping it reach its full potential by incorporating new marketing & communication techniques, client servicing & knowledge management tools.
* Developed and created a brand identity and positioning for all clients.
* Determined and formulated policies and business strategies to provide overall direction to the agency and its clients.
* Acquired and worked with new accounts/clients such as Crompton Greaves Ltd, Kores India Ltd, MGM, Ranbaxy Labs, Orbit Corporation, Prism Cement, Hindustan Spirits and Breweries, Vijay Laxmi Group, The Indian Financial Market Academy, HDFC securities, Jetking Infotrain Pvt Ltd, AMET Cruises Ltd.
* Helped generate/re-generate billing worth Rupees 800 Million between 2010 and 2012. And an additional 100 Million in 2013.

***CNN International: London, United Kingdom Sept 2008 - Nov 2009***

***News Assistant***

* Responsible for identifying gathering and producing news stories from Europe, Africa, Russia and the Middle East.
* Helped with CNN’s coverage of the US Presidential Elections ‘08, Global financial crisis and International sports.
* Assisted the editorial staff by sorting and copying news releases, producing news bulletins, reports and feature shows.
* Conducted research through news archives, the Internet and monitoring incoming news on INEWS, a system used by the CNN newsroom.
* Identified and produced news packages for the News desk and Sports desk.
* Extensively researched and worked on topics including UN & Global Governance, North American Relations, Policy Analysis, Contemporary World Events & Issues, Terrorism & Conflict management.

***BBC World Service (Mumbai Bureau): Mumbai, India Oct 2005 - Aug2007***

***Correspondent***

* Researched and worked on stories relating to the West and South India region, helped prepare scripts for reports, edited and sent feeds to the South Asia Bureau in New Delhi and BBC World Service Headquarters in London.
* Covered Local and National events and stories such as the Mumbai Civic Elections 2007, McDowell’s Indian Derby 2007, Indian Union and Rail Budget, the Cricket World Cup 2007 and 1993 Mumbai Bomb Blast Case and verdicts.
* The BBC World Service, BBC Hindi & Urdu Service and BBC Worlds India Business Report used interviews, research and ideas.
* Interviewed some of the most prominent personalities in South Asia including Cricketer Sachin Tendulkar, Businessman Vijay Mallya, former Anti-Terrorism Squad Chief K.P. Raghuvanshi, and 1993 Mumbai Blast Case Public Prosecutor Ujjwal Nikam amongst others.
* Developed reports and communication strategies on Local, National and International news for Radio, Television and the Web.

**EDUCATION**

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|  **Degree** |  **Institute** | **Year of Graduation** |
| **Executive Program in Management Specialization in Marketing Management. (PART TIME)** | **IIT Bombay, Shailesh J Mehta School of Management (SJM SOM**), **Mumbai, India** | July 2012-June 2013 |
| **Master of Arts in Journalism & Communications**(Accredited by Broadcast Journalism Training Council UK **(BJTC)** with a **scholarship**) | **The University of Sheffield, Sheffield,** **United Kingdom.**(Ranked as the No. 1 Media & Communication School in the UK by The Times Good University rankings 2014-15) | Sept 2007- Sept 2008 |
| **Bachelor of Arts in Political Science & International Relations** | **Mount Saint Vincent University, Halifax, Nova Scotia, Canada** | Sept 2001- May 2005 |

**KEY ACHIEVEMENTS AND CERTIFICATIONS**

* Student of the Year 2005 award for overall excellence at Mount Saint Vincent University, Halifax, Canada.
* Best Communication Idea & Project 2007-2008 at the University of Sheffield, Sheffield, United Kingdom.
* Top Employee for 6 consecutive months in 2011 at AMC Creative Communications, Mumbai, India.
* Overall achievement & appreciation award at MCHI-CREDAI for work done in 2014-15.

**ADDITIONAL INFORMATION**

* Notice Period: 3 weeks (negotiable)
* Expected Salary: Open to Negotiation
* Nationality: Indian
* Gender: Male
* Language: English, Hindi
* Hobbies: Sports, Gym, time with family & friends
* Preferred location: UAE (Dubai, Abu Dhabi, Sharjah), Qatar, Bahrain.
* References upon request