**Sarosh**

**Sarosh.367317@2freemail.com** ****

**Summary**

* + A dynamic professional with a rich experience in various verticals, like Business Development, Product Management, Brand Management, Below the Line Activations and Team Management.
	+ A strategic planner & implementer with demonstrated abilities in conducting innovative promotional schemes and brand building activities.
	+ Abilities in supporting organisational growth through effective marketing & communication initiatives.

**Organisational Experience**

**Abu Dhabi Islamic Bank (August 2016 - February 2017); Abu Dhabi (U.A.E.)**

**Profile:** Projects Coordinator (Corporate Social Responsibility/ Innovations/ Events and Sponsorships)

**Key Responsibilities: Innovation, Event Planning, Sponsorships, Initiatives.**

 **Highlights:**

* Assisting the CSR Committee in developing, managing and altering social responsibility policies.
* Sponsorships of CSR activities, includes awards nights Exhibitions etc.
* Delivering events on time, within budget, that meet expectations.
* Scanning various social initiatives and presenting them to the CSR Committee.
* Preparing budgets on Quarterly and Yearly basis.
* Preparing Post Event Reports.

**Red and Yellow (September 2014 till March 2016); New Delhi (India)**

**Profile**: Business Development Manager - Sponsorship and Promotions - Marketing Operations - Event Management

**Key Responsibilities: Generating Clients, Clients Servicing, Sales, Events & Promotions, On-ground execution and merchandising, Strategy and financial planning.**

**Highlights:**

* Proposed potential business deals by contacting potential partners; discovering and exploring opportunities.
* Closed new business deals by coordinating requirements; developing and negotiating contracts; integrating contract requirements with business operations.
* Found new ways to get the visibility for all the activities.

**S.F. ADVERTISING (JUNE 2013 Till AUGUST 2014); New Delhi (India)**

Profile: Marketing/Sales Manager.

Key Responsibilities: Events and Promotions, On Ground Execution & Client Servicing

**Highlights:**

* Obtained, retained and handled BTL activations and Marketing strategies from clients.
* Responsible for finding new ways to get the visibility for all the activities.
* Responsible for liaising with marketing and PR colleagues to promote the event
* Responsible for outdoor and indoor branding.
* Responsible for organising Corporate Conferences.

**S.F. ADVERTISING (January 2011 Till May2013); New Delhi (India)**

Profile: Event Manager

Key Responsibilities: Events and Promotions, On Ground Execution

**Highlights:**

* Day to day event planning and management.
* Onsite management and overall responsibility.

**Roles and Responsibilities**

**Over 5+ years** of progressive experience in Event Management, Corporate Social Responsibility, and Product Management

**Key Highlights:**

* An integral part of initiatives such as, ADIB Bazaar, EFICA (Ethical Finance Innovation Challenge and Awards) and Mass Weddings.
* Held various Blood Donation Camps, with Abu Dhabi blood bank and Dubai blood bank.
* Preparing Post Event Reports, and Invoices.
* Maintaining the projects well under the allotted budget.
* Tie-up with VODAFONE, IDEA and AIRTEL for branding of Mini Stores in Delhi-NCR.
* Tie-up with VODAFONE for Branding and Promotional Marketing in IITF (India International Trade Fair) in 2012, 2013 and 2014.
* Tie-up with SI (Solo sun International) for Brand building.
* Tie-up with VODAFONE FOR Branding and Promotional Marketing in IPL (Indian Premiere League) in 2012, 2013, 2014 and 2015 and in IBL (Indian Badminton League) 2013
* Obtained and Delivered a **CSR** project **(HELP A CHILD)** for Vodafone in 2013
* Tie-up with CHAAYOS for Brand building, and setting up Cafes in Delhi-NCR.
* Tie-up with VIVO MOBILES Brand building, and setting up Stores in Delhi-NCR.
* Tie-ups with PEPE JEANS, TATA SKY, ASIAN TILES, HEWLETT-PACKARD for setting up stores and Branding in Delhi-NCR.

E**ducational qualification**

* Bachelor in Science, Animation and Multimedia (2010-2013) from Mahatma Gandhi Univ.

 Cumulative major GPA: 3.5/4

**Personal particulars**

**Languages**: English (fluent) and Hindi (native)

Well versed in MS Office (Word, Excel and PowerPoint), MAC (Keynote, Pages and

Numbers), Adobe Photoshop and Adobe Premiere-Pro.

Date of Birth: 07/10/1989