

**Amit**

**Account Director**

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**Strengths:**

* An analytical mind to think clearly, rationally and precisely
* Innovative thinking
* Effective problem solving
* Pro-active planning
* Opportunist to cross sell other offerings
* Good communication and interpersonal skills
* Ability to grasp new concepts & implement effectively
* Structuring strong client relationship and people management skills
* Excellent negotiations & vendor development skills



**Awards:**

* Won Portfolio Night award conducted at Asymmetrique Communications Pvt. Ltd. for generating an innovative idea of ‘Hot Box’ presented proactively to client CleanMax Solar
* A team mate for a Gold Effie’s Award for Brand Sustenance – National campaign of Asian Paints
* Won Silver – Olive Green Award for a proactive activation done to provide light to a village with the help of Asian Paints ‘Glow in the Dark’ paint
* Won Ogilvy Envies Award for a ‘Waterproofing Brochure’ done for Asian Paints SmartCare brand

**Professional Synopsis**

* Advertising professional with 10+ years of collective experience in structuring & executing integrated marketing campaigns for corporate clients
* At present, working as an Account Director in **Asymmetrique Communications Pvt. Ltd., Mumbai** providing integrated marketing solutions to diversified clients & also worked on multiple pitches to acquire new clients.

Clients:

* Consumer Goods – Nordusk LED Lighting
* Real Estate – Peninsula Land Ltd., Concorde Group, Siddha Group, PS Group
* NBFC – Aditya Birla Finance Limited
* B2B – CleanMax Solar
* Previously worked with **Ogilvy & Mather Pvt. Ltd., Mumbai** as an Account Director for corporate clients providing 360 campaign solutions

Clients:

* Consumer Durables – Asian Paints Ltd.
* Consumer Goods – Videocon Ltd.
* BSFI – IDBI Bank Ltd.
* FMCG – Boehringer Ingelheim - Dulcoflex
* Real Estate – A&O Realty
* A brand custodian, recognized for taking major initiatives for integrated brand solutions
* I'm an innovative thinker & a marketeer with extensive experience in managing SEO & SEM Campaigns, Social Media Marketing, Content Marketing, Influencer Campaigns, Websites, TVC, Print, OOH, Radio, Activation, In-shop Branding, In-shop Activation, Product Launch, POS Collaterals, Brochure, Packaging, etc.
* Dynamic & ambitious professional, committed to value addition & business growth
* Also, worked as a junior engineer with Atul Auto Ltd., Rajkot in QC & pre-delivery inspection department

**Experience Overview**

**Academic Credentials:**

* MBA (Marketing): Aug ’06 - Feb ’08 MIT School of Business, Pune - 1st class with distinction
* B.E. (Mechanica): Aug ’01 - May ’05 WIT, Solapur- 1st class



**Career Snapshot:**

* Account Director, Asymmetrique Communications Pvt. Ltd., Mumbai, India - April ’16 - Present
* Account Director, Ogilvy & Mather Pvt. Ltd., Mumbai, India - Mar ’08 - Mar ’16
* Junior Engineer, Atul Auto Ltd., Rajkot, Gujarat, India June ’05 - June ’06



**Technical Skills:**

* MS Office
* Web Browsing
* Social Networking



**Interests:**

* Marketing & Brand building
* Brand Promotion & Advertising
* Business Development



**Curricular Activities:**

* Voluntarily became a member of the committee, organizing David Ogilvy’s 100th birthday celebration
* Participated in dance and carom competition during graduation days
* Participated in blood donation camp and a voluntary donor

Current Organization : **Asymmetrique Communications Pvt. Ltd., Mumbai, India**

Designation : Account Director (ATL+BTL+Digital)

Brands : Nordusk LED Lighting (Consumer Goods), Peninsula Land Ltd.,

Concorde Group, Siddha Group, PS Group (Real Estate), Aditya

Birla Finance Ltd. (NBFC), CleanMax Solar (B2B) & worked on

multiple pitches like Kolte Patil, 99 acres.com, The Wadhwa

Group, Siddha Wadala etc.

Period : April ’16 – Present

Responsibilities:

* Providing strategic inputs and planning future marketing plans to achieve client’s milestones
* Working closely with brand managers/marketing managers to overcome marketing challenges & create result-oriented campaigns
* Creating effective briefs with unique thought starters that spark the creative team to come up with innovative ideas
* Performing multiple roles like a planner, client servicing manager & delivery manager for most of the clients
* Identifying opportunities to cross-sell products that add value to client’s business & maximize revenues for the company
* Providing media planning solutions in association with media planners to maximize reach & utilize client’s budget wisely
* Working on pitches with an integrated approach to acquire new clients & increase company’s profitability
* Mentoring subordinates at different intervals w.r.t to writing briefs, making presentations, handling & building repo with clients, managing deliverables etc.

Achievements:

* Strengthen Agency - Client relationship to new benchmarks, with overwhelming response of CleanMax Solar Exhibition at WETEX 2017, Dubai
* Regained client's confidence, who was willing to cancel the contract at one point in time. Later, received kudos and appreciation mail from the same client helped to boost my significance within the agency and with the client
* Lead integrated marketing campaigns for CleanMax Solar that includes, SEO, SEM, Social Media, Website Management, Print, AVs, DMs, Exhibition etc.
* Planned Go-to-market strategy to strengthen Nordusk expansion plan

from regional player to National player

* Built strong awareness for a new entrant 'Siddha' in the real estate market of Mumbai, by conducting on-ground activation and social media campaigns for 'Grow A Plant' event within the micro-market. It helped to generate more than 800 leads, which was much above client's expectation.
* Produced AV & brochure in foreign languages like Japanese & Arabic respectively, to provide all-round support to client's expansion agenda
* Managed 4 retainer clients with limited resource to maximize company's profitability. Also, worked on multiple pitches like Siddha Wadala, The

Wadhwa Group, 99 acres, Siddha Group, Reliance Infra etc. to increase revenue

* Generated additional income worth Rs. 2.5 million by cross-selling other projects apart from maintaining retainer income of Rs. 15 million annually

**Personal Details:**

* Date of Birth: 8th June, ‘83
* Languages Known: English, Hindi and Gujarati
* Nationality: Indian
* Marital Status: Married
* Hobbies: Solving Puzzles, Playing Sudoku & Watching Television
* Residence Address: 302, Maryam Building, Behind Four Point Sheraton, Bur Dubai

Previous Organization : **Ogilvy & Mather Pvt. Ltd., Mumbai, India**

Designation : Account Director (ATL+BTL)

Brands : Asian Paints Ltd. - Exteriors, Textures, Undercoats, SmartCare

Waterproofing products, Wood Finishes (Consumer Durables),

IDBI Bank Ltd. (BSFI), Videocon Ltd. (Consumer Goods),

Boehringer Ingelheim - Dulcoflex (FMCG) & A&O Realty (Real

Estate)

Period : Mar ’08 - Mar ’16

Responsibilities:

* Leading all marketing/brand briefs and deliverables
* Building a healthy client-agency relationship and thereby adding value to client’s business
* Leading 360 campaign execution for national and regional initiatives
* Actively involved with account planning team for strategic contribution to the brand, within the agency and with clients
* Leading the process of creative briefing, presentations and execution of advertising/marketing ideas
* Dealing with various production houses for producing TVCs, Web Films, AVs, Radio spots, still shoots etc.
* Dealing with various vendors for creating innovative in-shop elements and new product development
* Assisting in achieving financial targets of the group by compelling client for integrated campaigns and cross-sell work of Ogilvy’s business vertical. E.g. designing, digital, activation etc.
* Producing creative work which helps to achieve few accolades
* Daily review of the jobs with the account management team
* Ensuring financial collections are on track

Achievements:

* Managed portfolio of Asian Paints worth Rs. 20 million and generated additional income worth Rs. 2 million by cross-selling work of other business vertical e.g. designing, digital, activation etc.
* Achieved 15% additional revenue from non-media income
* Appreciation and kudos from client during agency appraisal meeting at Asian Paints, was equivalent to receiving an award
* Designed & executed national campaign with 360 approach helped to position Ultima Protek as the superior exterior emulsion that could fetch premium pricing and accomplish yearly targets for the brand
* Grand success achieved for Ultima Protek, regional campaign (Kerala) as only TVC did wonders and eliminated need to use other mediums for promotion
* Created a property called 'Beautiful Homes' for Asian Paints which has achieved multi fold success and later extended to interior emulsion as well
* Successfully, launched a new category called Asian Paints - SmartCare waterproofing products. Starting from nomenclature, designing a logo, packaging, POS collaterals, brochures, soft launch, dealer launches, ATL communication, digital campaigns etc, and taking to a level where it can compete to no. 1 competition within Indian market
* Created award winning brochures for Asian Paints - SmartCare with unique concepts like 'THE WET BOOK' & 'THE ULTIMATE CARE' for the 2 consecutive

years respectively received awesome response from the market

* Designed multiple BTL campaigns, Brochures & POS Collaterals for brands like Exterior Textures, Undercoats and Wood Finishes products to increase sales volume and achieve targets
* Simultaneously, worked on projects like Statue of Unity, Dulcoflex & A&O Realty
* Launched an impactful campaign for IDBI Bank, which managed to change perception about the bank providing banking service to only Corporates and not to individuals

Previous Organization : **Atul Auto Ltd., Rajkot, India**

Designation : Junior Engineer

Department : QC & Pre-delivery Inspection

Period : June ’05 - June ’06

Responsibilities:

* Conducting 3-wheeler QC & pre-delivery inspection with respect to the engine, gear-box assembly, noise/vibration, oil leakages, brakes, painting, nut-bolt & electrical fittings etc.
* Preparing a report card with checked parameters with its correct engine and chassis no.
* Managing vehicle loading for different dealers at the right time

Achievements:

* Loaded trolley on time without any deviation and systematic quality check
* Never received complain from any dealer post off-loading of 3-wheeler