

**Personal Details:**

Name: Syed Reshma

Permanent Address: SMR Vinay Fountainhead, Block 1, 1909, Calvary Temple Road, Miyapur - 50049

Email ID: reshma.nkhan@gmail.com

Mobile: 8978399113

DOB: 01/04/1980

Marital Status: Married

Educational Details:

Name of the course (SSC): **Secondary School Certificate**

Name of the Board: **Board of Secondary Education**

Full-time or Part-time or Distance: **Full Time**

The medium of Education: **English**

Course Duration in MM/YYYY to MM/YYYY: **March 1995 - March 1996**

Month and Year of Pass out: **March 1996**

Name of the course (Intermediate): **Intermediate**

Name of the Board: **Board of Intermediate Education**

Full-time or Part-time or Distance: **Full Time**

The medium of Education: **English**

Course Duration in MM/YYYY to MM/YYYY: **April 1996 - April 1998**

Month and Year of Pass out: **April 1998**

Name of the course (Bachelor): **Bachelor of Arts**

Name of the Board: **Osmania University**

Full-time or Part-time or Distance: **Distance**

The medium of Education: **English**

Course Duration in MM/YYYY to MM/YYYY: **07/2007 to 07/2010**

Month and Year of Pass out: **July 2010**

Name of the course (Master):
Name of the Board:
Full-time or Part-time or Distance:
The medium of Education:
Course Duration in MM/YYYY to MM/YYYY:
Month and Year of Pass out:

Total Experience : Over 20 years

Experience Details:

Company Name 1: Associated Advertising
Salaried or Self employer: Salaried
Duration in mm/yy to mm/yy format: 05/2001 to April 2003
Designation: Graphic Designer
Full-time or Part-time : Full time
Location: Hyderabad
Roles Performed (mention at least 6 roles and responsibilities):
1. Develop illustrations, logos and other designs using software or by hand
2. Help in designing Artworks
3. Work with copywriters and creative director to produce final design
4. Study design briefs and determine requirements
5. Amend designs after feedback
6. Ensure final graphics and layouts are visually appealing and on-brand

Company Name 2: First Media Advertising
Salaried or Self employer: Salaried
April 2003 to March 2005
Designation: Visualizer
Full-time or Part-time: Full time
Location: Hyderabad
Roles Performed (mention at least 6 roles and responsibilities):
1. Designing artworks for Brochures, leaflets, logos etc.,
2. Branding Packaging material
3. Out Door Media like Hoarding, Promotional Inflatable material
4. Talk to graphic designers for help with layouts
5. Conduct meetings to understand Customer need and work on requirements
6. Help with Production (Suggest paper or material for final production)

Company Name 3: Vector 2 Raster
Salaried or Self employer: Salaried
Duration in mm/yy to mm/yy format: April 2005 to March 2007
Designation: Creative Director
Full-time or Part-time: Full time

Location: Hyderabad

Roles Performed (mention at least 6 roles and responsibilities):

1. Art Direction to graphic designers
2. Conceptualising & Branding ideas to various Clients
3. Manage Studio & team management in term of production
4. Talk to graphic designers for help with layouts
5. Conduct meetings to understand Customer need and work on requirements
6. Help with Production and various media (Suggest paper or material for final production)

Company Name 4 : Time & Space Advertising

Salaried or Self employer: Salaried

Duration in mm/yy to mm/yy format: April 2007 to March 2008

Designation: Studio Manager

Full-time or Part-time: Full time

Location: Hyderabad

Roles Performed (mention at least 6 roles and responsibilities):

1. Art Direction to graphic designers
2. Conceptualising & Branding ideas to various Clients
3. Manage Studio & team management in term of production
4. Talk to graphic designers for help with layouts
5. Conduct meetings to understand Customer need and work on requirements
6. Help with Production and various media (Suggest paper or material for final production)

Company Name 5 : SMR Holdings

Salaried or Self employer: Salaried

Duration in mm/yy to mm/yy format: April 2008 to Aug 2010

Designation: Media Manager

Full-time or Part-time: Full time

Location: Hyderabad

Roles Performed :

1. Handle Media publications like Times of India, The Hindu Indian Express, Eenadu etc. (PR activities)
2. Conceptualising & Branding ideas for Real Estate
3. Handle Vendors for Hoardings & Publications
4. Conduct meetings with Media Houses & Publications and prepare media plans
5. Conduct meetings to understand Customer needs & customer delight events
6. Work & Execute Media Plans

Ramky Integrated Township Ltd.

April 2011 to 1st June 2023

Designation: Manager, Senior Manager

Full time

Location: Hyderabad

Roles and Responsibilities: - • Accountable in advertising policies and campaigns in line with the sales and marketing objectives. • Single point of contact for all advertising related matters for the client (Company) • Ensuring advertising solutions given by the agency are in line with the clients (Company's) requirements • Develop and accomplish advertising campaigns in consultation with creative, digital and media department for production of print ads, TVC and radio production, POPs and merchandise material and to facilitate the media placement and execution as per the given budget. • Deliver advertising campaigns within timely and budgetary limits. • Accountable to cultivate and deliver market, brand and category research and analysis for the development of advertising strategies and insights for communication planning. • Conceptualizing advertising strategies and campaigns to reach base out the target consumer in the identified target markets to create brand and product engagement.

Explore innovative activates and adopt the best practices for the brand that help accelerate customer engagement. • Conceptualization, planning and execution for all the offline media, social media, online media, search engine advertising campaign's at various stages of the project like Launch, Prelaunch & Post launch. • Advise the team on the advertising strategies and execution plans to reach out to the target markets, target customers to create brand and product awareness. • Design & formulate advertising campaign's and plans that include advertising reach, completion analysis, consumer perspective, brand positioning, creative campaign's and media solutions.

Responsible for planning and managing offline and online advertising campaign's with defined focused objectives such as lead generation. • Involved in meeting and planning with media house TV, Print, Outdoor and online publishers and coordinating with them for campaign execution. • Proactively ideating new age advertising initiatives and methods of reaching out the prospective customers such as Activation Programs, innovative digital campaigns, Point of Purchase promotions. • Involved in analyzing the outcome of the advertising campaign and initiating alteration, whenever required such as Activation Programs, innovative digital campaign's, Point of Purchase Promotions. She is hands-on & highly dedicated towards her work.