

13, 6-B Saraswati
Nagri Nivara Parisar
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ASHISH PUROHIT

Career Objective: Looking out for challenging position in an environment which will enable me to develop and pursue a career that utilizes my skills in a better way.

Total Events Experience: (6.5 + yrs)

Current Company: ABP India Pvt. Ltd. (Feb `11 – till date)

Designation: Assistant Manager – Ad Sales – Dailies – West (Events)

Functional Responsibilities:

- Managing Ad sales dailies (west) clients
- Sponsorship sales, event sales & Ad sales
- Brand event sales : Anand Bazar Patrika, The Telegraph & The Telegraph in School
- Conceptualization of event proposals and selling event property with ad space.
- Working closely with Ad sales team and brand team for fulfilling client`s requirement.
- Creating cost effective opportunities for client to fulfill North East market needs / requirements.
- Ad sales: managing Print ad sales for FMCG clients
- Creating non-conventional methods to bring TV heavy client on print & events.

Corporate events & Special events (handled so far):

- ABP , TT & TTIS Brand events
- Durga puja events
- Special events for HUL, Cadbury, Ambuja, Ruchi Soya, Raymond, Idea, Vodafone, UBI, IDBI etc
- ABP One events like (Cadbury Mishti Shera Srishti)

Previous Company: Relio Quick India Pvt. Ltd. (Oct `09 – Jan `11)

Designation: Manager- Operations & Client servicing

Functional Responsibilities:

- Liaison with the Client on regular basis to manage client expectation.
- Communicate and follow up on Creative, Technical and Delivery Parameters with the client.
- Provide regular feedback to Production / Operations / Business Development (if involved) to manage customer Expectation.

- Understand accounts and expectation of new clients.
- Plan / Generate new products & event ideas.
- Develop Presentation Material, Brochures and other Promotional Material to attract, build and establish business.
- Develop Project Proposals and ensure complete self-involvement for presentation, negotiation, modification, etc
- Generate innovative ideas with the team on an ongoing basis.
- Implement processes to monitor the progress of the project and generate quality MIS for strategic / tactical decision making.
- Implement measures for better Client Relationship Management.
- Undertake measures to enhance equity of client and organization

Corporate events & Special events:

- BAUMA- BC India exhibition in MMRDA, Stall fabrication for KAMAZ Vectra Motors Ltd & DANTAL HYDRAULICS.
- Make My Trip stall in Times travel Fair.
- PLASTIVISION exhibition: Arnav Resources stall fabrication.
- Mumbai International Auto show- Volvo stall.
- Autocar Performance Show 2010 Volvo exhibition stall
- Gurgaon Shopping Festival, Indian Rendezvous, International Property Affairs marketing and planning.
- Chevrolet Service Camp at Ahmedabad.
- Make My Trip IITM exhibition stall.
- Automall 2010, Chandigarh & Mumbai
- CUMI stall in NSE exhibition centre.
- Skoda Float activation MH, Gujarat, AP & TN.
- HMSI float campaign Gujarat, TN & Rajasthan.
- ICICI car loans
- Hindustan Motors society contact activities & mall events
- Make My Trip exhibition (Times Travel Fair & TTF & OTM fair)
- Mahindra Xylo Maharashtra campaign 51 cities.
- Axis bank car loan mela
- Auto mall Bangalore exhibition
- Sonalika tractors exhibition in Indore, Punjab, Jalandher & Pune
- Hyundai car road show etc

Previous Company: TSA Promotions & Events Pvt. Ltd. (June `07 –Sep `09)

Designation: Sr. Executive – Events

Corporate events & Special events:

- Parasute advansed- aftershower- Cricket tournament- 2008
- Standard Charter Marathon-(2009-2008)
- MARICO – Dealers meet in 7 cities (2009).
- AUTOCAR - Young Driver of the year 2009 conference.
- MARICO – Hair & Care Style Icon Contest 3 cities launch conference (2008).
- MARICO – Shanti Badam Amla Meri Pehchan 3 cities launch conference (2008).

- Marico- Shanti Badam Amla press con. & 30 city road show (M.P. & Gujarat) (2008)
- Marico- Aftershower press con & ground level activities-(2008)
- Marico- Hair & Care press conference & ground level activity. (2008)
- Colors – Viacom 18- “ Mohe rang de” promotion (2008)
- Launch event- Colors (2008)
- Bridgestone- Formula-1 Ferrari Car display- 4 city event.(2008)
- Toyota dealer’s conference. (2008)

BTL / Promotional events:

- MAHINDRA 2 WHEELERS – Product display & Free PUC camps in 28 cities.
- MAHINDRA 2 WHEELERS – Product display in 24 Big bazaar across India.
- Green Peace road show.
- Star Pravah- Raja Shiv Chatrapati road show & launch (multi city)
- Sony TV- Indian Idol- road show- Nagpur & lucknow
- STAR TV- Nach Baliye- 4 ground activation multicity road show.

Previous Company: JAM Venture Publication Pvt. Ltd (June `06- May `07)

Designation: Ad Executive (Event – Sales)

Roles and Responsibilities-

- Marketing, event (planning and execution), and circulation.
- Event planning.
- Budgeting.
- Ground level tie-ups.
- Execution
- Media tie-ups
- College festival tie-up
- Circulation
- Web contest for circulation growth
- Bulk sale tie-ups.

Projects:

- Mountain Dew Strength Challenge five-city event.
- Campus Roks
- CAT concert
- College festivals-IIT Chennai, IIM-A, IIT-Powai etc.

Company: Mahindra & Young knowledge Foundation (Jan 06-May06)

Designation: Event Executive

Profile: Event planning and execution

Project: ICGN-ACCG Corporate Governance meeting.

Other Project Events:

- Times summer fest exhibition.
- B2B exhibitions, brand promotional activities handled with Info-Media, Inforcom companies.
- Directors Power Breakfast meetings, with Mahendra & young Knowledge foundation.

- Job fairs, skill test arrangement with Merit Trac.

Events performed during the PGDEM course, NIEM (Ex. 1yr.)

- AMBIT RSM 5th Foundation Day celebration with Craft World as an event coordinator.
- Various Events with Jagjeet Singh ji and Alka Yagnik ji, handling overall coordination with Perfect harmony July. 05.

Qualification:

- ✓ 2004 Graduate in Electronics from M.B Khalsa College, affiliated to Devi Ahilya vishva-vidyalaya, Indore (M.P).
- ✓ 2000-2001 XII from Pt. Lajja Shankar Jha School, Jabalpur (M.P Board).

Additional Qualification:

2005-06 Completed **Post Graduate Diploma in “Event Management”** from National Institute of Event Management (NIEM).

2004-05 Completed Diploma in “Journalism” from Bhartiya Vidya Bhavan, Nagpur.

2002 Completed “Passed advance computer course” from NIIT Indore-

- ✓ Windows 98, 2000.
- ✓ C, SQL, HTML.

Strength:

- ✓ Diversified knowledge, optimistic attitude
- ✓ Budget making, planning and execution.
- ✓ Corporate events and exhibitions, promotion.

Personal Information:

Date of Birth: 22/09/1982.

Father’s Name: Shri. R.B. Purohit.

Permanent add: C/O Shri R.B.Purohit
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M.P.482004

Date-
Place- Mumbai

Ashish Purohit