**Priya Lala**

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**PROFILE**

* Dynamic and result oriented management graduate offering in-depth knowledge and rich hands on experience in brand promotion, event management, ideation and concept development
* Experience in dealing with vast array of brands ranging from FMCG, Automobile, White Goods, and Insurance industry
* Expertise in brand strategy development – articulating the USP of the product, idea generation, implementation and multi-level co-ordination
* Seeking managerial position in marketing communication, brand development, strategy formulation and execution

**PROFESSIONAL EXPERIENCE**

**Vdoit4u.empl November’12 – Till Date**

**Sr. Manager – Client Servicing**

**Job Description**

* Working as one point contact between client and agency to cater to client’s requirement
* Concept development and creative ideation
* To accomplish staff results by communicating job expectations, planning, monitoring and appraising job results; developing, co-coordinating and enforcing policies and enhancing productivity standards
* Account Planning/Development for existing clients
* Team Management
* P&L Account Management
* Operational/procurement Audit

**Key Highlights**

* Annual Event for Ameriprise Financials
* Managing PAN India execution of **Driving Sills for Life** (DSFL), a global CSR campaign of Ford Motors
* Efficient execution lead to elimination of lead agency involvement in a short span of five months
* Working closely with multiple divisions of American Express and bagged various projects with quality planning and flawless execution
* Planned, executed and received accolades for several Reward and Recognition events for Vodafone
* Managed an Offsite Conference for Encore Capital Group and eventually prospered many other business opportunities
* Received accolades for flawless execution on multiple projects

**Wings Brand Activation (I) Pvt. Ltd. August’11 – October’12**

**Manager – Client Servicing and Business Development**

**Job Description**

* Analyzing market, identifying new potential clients and networking to acquire new business
* Working as one point contact between client and agency from various industries i.e. Insurance, Automobileetc.
* BTL and integrated media campaign handling
* Conceptualization and Ideation
* Concept Presentations
* Drafting of creative briefs
* Handling on ground BTL promotions which include RWA activation, road shows, SCP and CCPs etc.
* Preparing review presentation for ROI calculation

**Key Highlights**

* Mall promotion for Honda City and jazz across Delhi NCR
* Multi city mall promotion for HDFC Life Insurance
* Conceptualized and executed “Bima Jagrukta Abhiyan” for DLF Pramerica Life Insurance in more than 300 villages across West Bengal and Assam
* Part of planned and execution team for “Mandi Activation” in Punjab for DLF Pramerica Life Insurance
* Conducted health checkup camp for HDFC Life in Delhi NCR

**Hive Entertainment Pvt. Ltd. June 2009 – July 2011**

**Assistant Manager – Client Servicing**

**Job Description**

* Single point of contact between client and agency
* Ideation and concept presentation
* Co-ordination with creative, operations and production team for project execution

**Key Highlights**

* Promoted twice during the work tenure
* Honda Siel Cars India Ltd. – handled RWA/Market place and Mall promotion in Delhi/NCR for over an year
* Maruti Suzuki India Ltd – Bagged account and handled RWA promotions in Delhi
* Honda Siel Power Products Ltd. 25th year celebration – Stake holders Meet, Product Launch and FamilyDay
* Honda Siel Power Products Ltd. product launch in Goa
* Honda Siel Power Products Ltd. mall promotion in Chennai
* Honda Motors and Scooters India Ltd. – was part of team handling family day for two consecutive years for a 9000 plus gathering
* Part of team which handled various launches of HMSI
* Launch of United Biscuit (McVities) in three cities of India
* Panasonic Hospitality World Exhibition in Bangalore
* Part of team for multicity mall activation for Panasonic “Econavi” and “Inverter” technology

**EDUCATION AND CREDENTIALS**

* POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT (Marketing and Retail) - 2010 from NSB School of Business, New Delhi
* BACHELOR OF ARTS – 2008 from VINOBA BHAVE UNIVERCITY, Jharkhand
* SENIOR SECONDARY – 2005 from KENDRIYA VIDYALAYA, Jharkhand
* HIGHER SECONDARY – 2003 from KENDRIYA VIDYALAYA, Jharkhand

**OTHER DETAILS**

**Date of Birth**: 2nd August 1984

**Reference:** Available on Request