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|  | Ashit Anand Chakravarty  B-304, Gulmohar Apartments, GH plot 81, Sector 56, Gurgaon  |  ash2it@gmail.com  |  +91 9810645055 |
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| Professional Summary | Group Account Director with 10 years of advertising and marketing communication experience working across diverse industries like Quick Service Restaurants(QSR), IT & Education, Automobiles, Alcohol, Telecom, FMCG – Food, Corporate and Cement |
| Key Achievements | **Domino’s Pizza**   * Delivered over 25 national product launches for Domino’s Pizza including two campaigns that were honoured with the EFFIE in 2013 * “Yeh hai rishton ka time” brand campaign  - A brand re-positioning campaign that aimed to move Domino’s Pizza stronger into the emotional space. - The campaign delivered a 21.7% sales growth and a 14.6% order growth during the campaign months -The syndicated brand tracker showcased supreme leadership of Domino’s amongst the mind space and heart space scores of consumers -The campaign was awarded a Bronze EFFIE for 2013 * Pizza Mania - Pehli Kamai 2013 -An affordable offering from Domino’s was launched in 2008, the 2013 campaign was the 6th edition of the product. Competition had flooded the market with me-too products and the economic environment was subdued  -The campaign was a raging success delivering 30% sales growth and 25% order growth and whopping product incidence(product occurrence per pizza pie) of 50% -The campaign was awarded a Silver EFFIE for 2013 the highest given out in the category \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   **NIIT**   * Launched three brands for NIIT – NIIT Edgeineers, NIIT GlobalNet +, IFBI (Institute of Finance, Banking and Insurance) *-* Led the entire effort on all three brand launches - Grew to be the key agency lead on NIIT Edgeineers (high end technology   offerings)  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   **JWT HiP CLUB**   * Selected to be the second member in as many years of the prestigious JWT HiP (High Potential) club for Contract India. This is a select club of handpicked top talent from across the global JWT network who get special training, mentorship and recognition.   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Professional Experience | **Group account Director:**  Contract Advertising India Pvt. Ltd.August 2012 to date **ACCOUNTS HANDLED:** Domino’s Pizza   * Delivered 15 national campaigns that included some milestone launches like the Domino’s Junior’s Joybox (Domino’s first ever Kid’s meal) and the first south region specific campaign – South Indian pizzas. * Other successful curst, toppings and side order launches included: The Fresh Pan Pizza launch, a menu revamp campaign a first of its kind in 18 years with 10 new pizza launches, the Taco series, online ordering promotion - OLO and the latest work on the indulgent range of cheese based crust innovations – The Cheesy Temptation Festival to name a few. * Leading all 360 integration for national campaigns that included social media and digital integration and offline activations. Some successful activations include, the Pizza Mania-Pehli Kamai Dino Dance, #lastMinuteRakhi and #iWantToBeSecretSanta * Catering of all precision marketing needs wrt 800 Domino’s stores across 140 cities. * Catering to region specific communication needs in Tier II & Tier III cities   **Key engagements:  -** Developing and leading all end to end integratedcommunication needs of the   brand  - Market intelligence, brand strategy and proactive communication initiatives - Developing and mentoring a team of 5 individuals - Establishing relationships with clients and all internal stakeholders - Managing all finances for the business (annual projections, collections and finding   opportunities for additional revenue) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**Account Director**CONTRACT ADVERTISING INDIA PVT. LTD.October 2011 to August 2012  **ACCOUNTS HANDLED:** Domino’s Pizza, Tata DOCOMO Photon, DANONE (project), Jaypee Cement \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Brand Director**Leo Burnett IndiaDecember 2010 to October 2011  **ACCOUNTS HANDLED:** Chevrolet, Bacardi (Eristoff), Kohler \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Account executive to Account Group Head** CONTRACT ADVERTISING INDIA PVT. LTD.September 2005 to november 2010  **ACCOUNTS HANDLED**: NIIT, Domino’s Pizza, Jaypee Group - Jaiprakash Power Ventures, Jaypee Infratech – Taj Expressway & Jaypee Greens, Del Monte *(Launched the brand in India included the entire range of Juices, Ketchups, Canned foods, pastas, olive oil etc)* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Trainee** Euro RSCG (HAVAS)April 2005 to September 2005 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**Internship** Wigan and Leigh College IndiaNovember 2004 to January 2005 Euro RSCG (HAVAS)June 2004 to September 2004 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Education | **St. Columba’s School**, Delhi(10 +2) CBSE **delhi University (Shaheed Bhagat singh college)** **Bachelor of Arts** **Wigan and Leigh College India****Advanced Diploma in Business management** **Postgraduate Diploma in Business management *(Specialization in Advertising and marketing communications)*****Wharton Business School** **Certificate in Customer strategies- Marketing for profitable growth** **Digital marketing institute****Professional Diploma in digital marketing \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| Personal details | Born: 7th September, 1982 Married Nationality: Indian Language: English & Hindi |
| References | **Bhaskar Ghosh**, National client service headHakuhodo Percept +91 9899090244 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Prashant mathur**, executive vice president & branch head delhihansa cequity +91 9810293006 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| DAte | December 24, 2014  **Ashit Anand Chakravarty** |