**MOHAMMAD SHARIQ** 

**CURRENT ADDRESS**: A-48 A, 3rd Floor, Mandawli Unchey Par, New Delhi-92

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**Mobile No.** - 8588006317

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| **OBJECTIVE** |

**To be the part of a world class organization to show the best of my skills and abilities**

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| **WORK EXPERIENCE** |

**ORGANISATION: - Kathputlee Arts & Films Pvt. Ltd.**

**It is a creative media company and specializes in designing marketing collaterals and creating high-quality promtional films, TVCs and video entertainment properties and has done variety of animation and post production work for reputed Clients like XIX Commonwealth Games 2010, Bollywood Movies Animated song, DLF IPL Season 3 (3d Stereos-copy), DLF Corp. AV, TV Series on Yuvraj Singh- Zindagi Abhi Baki Hai, LLOYD AC, Tata, Raindrops group and many more**

**DURATION: - December 2012 till date**

**DESIGNATION: - Sr. Marketing Manager**

**BRIEF OF JOB RESPONSIBILITIES:-**

* **Identifying and co-ordinating with Media agencies as well as with corporate clients for branding solutions.**
* **Meeting and liaising with clients to discuss & identify their advertisement requirements**
* **Working with our creative team to come up with new advertising ideas for clients' branding that meets their brief & budget**
* **Acting as a link between the client and our creative team by maintaining regular contact with both to ensure that communication flows effectively**
* **Establishing relationship with new clients and maintaining & nurturing business relationships with existing clients**
* **Presenting creative work to clients for approval or modification**
* **Managing ,reviewing progress and delivering the clients' advertisement projects**

**Key Projects handled at Kathputlee:-**

* **Mascot for “Gopaljee Ananda”: Pitched mascot concept to the director of Gopaljee Ananda, which was highly appreciated and approved. Thus a new brand identity was given to the company in the form of mascot “Gini”, jingle and other marketing related materials. Also handled the designing of marketing collaterals for their other brands like Yo milk, JOOS drinks etc.**
* **Company launch campaign for “Koronova Life Sciences”: Developed a teaser campaign to introduce Koronova brand to Indian doctors.**
* **Marketing materials for “Kundan Cables”: Pitched marketing materials for different media and handled the development of corporate video, 3D product designs and collaterals.**
* **Marketing materials for “V Marc Cables”: Pitched marketing materials for different media and managed the development of corporate video, jingles, website, 3D product designs and collaterals.**
* **Products re-launch campaign for “PI Industries”: Managed the account for the development of product videos in different languages for their product “Biovita”.**

**Accounts Handled:**

**HCL, Arise India, Gopaljee Ananda, Pearson Publication, BOP, Kundan Cables, Mando Softech, V Marc Cables, Koronova Life Sciences, PI Industries, Sheel Biotech, Coromandel Agrico, Imperior Group etc.**

**ORGANISATION: - Next Education India Pvt. Ltd.**

**The company is headquartered at Hyderabad, develops animated learning and teaching solutions for the schools. The competitors include Educomp, Pearson, HCL, NIIT, Tata Interactive Systems etc.**

**DURATION: - January 2011 till December 2012**

**DESIGNATION: - Business Development Manager**

**BRIEF OF JOB RESPONSIBILITIES:-**

* **Identifying the prospective Institutions in the zone assigned.**
* **Giving presentation in front of the directors, principals & faculty about our products & services and their benefits to the institution**
* **To be involved in promotional and marketing activities of the schools as well as of the company,**
* **Organizing seminars & events,**
* **Market scan and Competitor analysis in the assigned area**
* **Preparing the proposals according to the needs of the school**
* **Negotiation and Deal Closures**

**ORGANISATION: - AGS Infotech Pvt. Ltd.**

**The company is a principal distributor for Wincor Nixdorf International GmbH and Postec, a manufacturer of ATM machines. It offers technology- based solutions for the Banking, Petroleum, Retail and Postal sectors.**

**DURATION: - 21 months (June 2007 to Feb. 2009)**

**DESIGNATION: - Area Coordinator (South Delhi Region)**

**BRIEF OF JOB RESPONSIBILITIES:-**

* **Handling a team of Engineers**
* **Responsible for installation and maintenance of Wincor Nixdorf ATM Machines in South Delhi Region**
* **Build and maintain a good relationship with the clients(Bank Managers)**
* **Allocating tasks to my team members**
* **Manage and motivate the quality performance of the team**
* **Recommend and implement operational process and platforms improvement**

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| **SUMMER INTERNSHIP** |

* **NAME OF THE COMPANY: JK Tyre & Industries Ltd.**
* **PROJECT TITLE: “Market Survey for Radialisation of Truck/Bus Tyres”**
* **INTERNSHIP DURATION: 3 Months**

**PROJECT SYNOPSIS:**

**OBJECTIVE:**

**To find out the percentage of radial truck/bus tyres being used by the truck transporter in the area, the needs of the customers and the brand image of JK Tyre.**

**RESEARCH METHODOLOGY:**

**SAMPLE SIZE: 165 Truck Transporters**

**METHOD OF COLLECTION: Market Survey**

**DATA TYPE: Only Primary data**

**Visited different areas of Faridabad, Ballabgarh and Gurgaon For primary data**

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| **EDUCATION/ACADEMICS** |

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| **Educational Qualification** | **University/College/School** | **Year** | **Percentage** |
| **PGDM (Marketing and Finance)** | **New Delhi Institute of Management** | **2009-11** | **73.29** |
| **CAT-08** |  | **2008-09** | **90.1 %tile** |
| **B.Tech (Electronics & Comm.)** | **U.P. Technical University** | **2003-07** | **73.24** |
| **Intermediate (12th )** | **U.P. Board** | **2002** | **64.00** |
| **High School (10th )** | **U.P. Board** | **2000** | **57.50** |

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| **COMPUTER PROFICIENCY** |

**Computer Languages: C, C++**

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| **CO-CURRICULAR /EXTRA-CURRICULAR ACTIVITIES / ACHIEVEMENTS** |

**Academic: “Akhil Bhartiya Shanti Ekta Sangathan Award” for getting 1st division in class 12th**

**Cultural: Second Position in Shayeri at college” Tech Fest” during Engineering in 2006**

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| **INTERESTS / HOBBIES** |

**Playing Cricket**

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| **PERSONAL INFORMATION** |

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| **Date of Birth** | **Home Town**  **(Permanent Address)** | **Nationality** | **Father’s Name** | **Father’s Occupation** |
| **03-11-1985** | **Bairamabad Garhi, Nehtaur Distt. Bijnor U.P.-246733** | **Indian** | **Raisuddin** | **Business** |

**(MOHAMMAD SHARIQ)**