

ANUJ KALE

Marketing and commercial professional in Sports and Entertainment Industry.

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WORK EXPERIENCE

Marketing and Sales executive

DWM – Scottish Power



June 2023 – Present

- **B2B, B2C sales**, direct marketing and promotions, direct sales, market research and marketing strategies.
- Generate **revenue of 60,000 GBP in 3 months**.
- Achieved a target of **60 sales per month consistently**.
- Successfully identified and entered new markets, resulting in market awareness, revenue and growth.
- Fostered strong **client relationships**, enhancing customer satisfaction and driving repeated business growth.
- Implemented effective lead generation strategies, expanding the sales pipeline and high conversion rate

Commercial and Marketing executive

Bedworth United Football Club



November 2021 – June 2023

- Partnership activations – Key Clients – **Sporting Touch, Stuart Plumbing, Reed Rains and Proteus Print**.
- **Commercial and hospitality sales** – **Sold out matchday hospitality**.
- **Print media and physical marketing** – brochures and programs.
- **Retail marketing** campaigns and promotions
- Market research and analysis, **brand management**.
- Digital marketing- **Social media, emails, blogs and paid ads**.
- **Organised promotional events** (sponsors dinner and evenings).

Marketing and sales assistant

Dhillon's Brewery (Coventry City FC partner)



March 2022 – May 2023

- Supported sales team and achieved revenue targets through assistance and coordination. (52% increase in customer base)
- Collaborated effectively with clients and **internal stakeholders**
- Played a crucial role in project management and client servicing.

CHARITY

- **TATA JFK** – Football coach and life skill tutor for under privileged kids.
- **JAZZ HANDS** – English, Maths and Life skills teacher for orphaned children.

RELEVANT SKILLS

- **Digital marketing certification**
- **Adobe suite – PremierPro, Photoshop**
- **Microsoft office**
- Level 7 – CMI- Strategic management and leadership

LANGUAGES

- English - Fluent
- German – A2 Certificate

ACHIEVEMENTS

- Represented Pune FC at Manchester United Premier Cup
- Youngest AIFF licensed football coach.

INTERESTS

- Sports Marketing and Management, Football, Cricket, Formula 1, Rugby, Music.3

Marketing and sponsorships officer

Hyphen Project

June 2022- March 2023



- **Main Communications** with the sponsors and partners
- **Delivering sponsorships** and generating **new revenue streams**.
- Promotion of partner products and services.
- Marketing- Digital and physical. (Paid social media).
- **Managed day to day commercial activities** and ensuring partners expectations are met.

Marketing Volunteer

Aston Villa Football Club

November 2021- March 2022



- Responsible for family zones, managing the mascots and collecting fan engagement insights and improving fan experience.
- Matchday operations- Liaising with fans experience officers.
- Ticketing Duties and hospitality box duties.

EDUCATION HISTORY

MSc in Sports Management

Coventry University



Year of Graduation: March 2023

- Dissertation- Based on Marketing and sponsorship strategies for local football clubs and community clubs.
- Relevant Coursework: Sports Marketing, Sports development, Strategic Management, Operations, Finance, CRM.
- Practical project – Crisis management simulation under Scottish Football CEO Neil Doncaster. (1st Place).

Bachelors in Business Administration

(Marketing)

Pune University



Year of Graduation: Nov 2020

- Relevant Coursework: Marketing, Sales, Business management and Accounts.
- Dissertation project based on Co-branding and Sub-branding strategies of NIKE focusing on Air Jordan.
- 2 years Marketing specialization – marketing mix, sub-branding and market research.
- Varsity football team and captain for 2 years.