

SAHIL RANADEV

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Noida, 201305

Experienced professional with over four years of experience in corporate events and advertising industry. Skilled in client servicing and account management. Great track record of delivering exceptional results and building strong relationships with clients. Seeking new opportunities to apply my skills gained throughout previous experiences in a dynamic and growth-oriented environment.

EXPERIENCE

11/2021 - Current **SENIOR KEY ACCOUNT MANAGER, M DESIGN & COMMUNICATION**

- Manage key accounts
- Generate Ideas for the brief
- Handle accounts such as UltraTech, Max Healthcare, Ministry of Cooperation, Tricolite, Makino.
- Helped the team with design ideas and assisting in AV Films.
- Assist brands in increasing their visibility through effective branding strategies.

03/2021 - 11/2021 **BUSINESS DEVELOPMENT EXECUTIVE, MAHATTA MULTIMEDIA**

- Build long - term relationship with clients and customer.
- Calling & generating new leads.

09/2018 - 03/2021 **CLIENT SERVICE EXECUTIVE, MCI GETS INDIA PVT. LTD**

- Helped the team in collating ideas for the brief
- Prepared few presentations under the supervision of CS Manager
- Travelled to onsite for events to ensure preparations are in order
- Able to work successfully and efficiently with minimal supervision, yet seeks and takes direction appropriately
- Major Projects Worked On: Givo Retailers Meet, VW Activation (Pan India), BCG Diwali Celebration, BCG Annual Christmas Party, BCG Sports Day, EY Rangotsav, Takeda Cycle Meet, Mahindra Luminare Project Launch, Mercedes Sales & Marketing Meet, Abbott

04/2015 - 06/2015 **INTERN, MEDIAGURU CONSULTANTS PVT. LTD**

- Conducted market survey to understand different kinds of television channels and their viewers.
- Collected logistic data, defined core problems and presented key.
- Information and thorough review of report data.
- Researched upon the television channels and archives on Social Media as per my interest.
- Analyzed competition to evaluate market penetration.
- Designed focus groups as well as surveys to capture relevant market

SKILLS

- Microsoft PowerPoint
- Microsoft Excel
- Client Servicing
- Vendor Management
- Event Planning
- Concept Building

EDUCATION

- PGDM from NMIMS
- BBA from Delhi School of Professional Studies and Research, IP University
- Senior Secondary education from JASPAL KAUR PUBLIC SCHOOL
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