

**Samuel Salagala**

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Brand Management • Marketing • Advertising ATL & BTL • PR Relationship Management • Business Tie Ups • Team Building & Leadership / Ad Film Production

Experience – 15 years.

**CORE COMPETENCIES**

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☐ 🧑 Worked with agencies like [O&M](#), [Mccann Erricson](#), [Madison](#), [JWT](#), [Group M](#) for both creative and media planning and executions

🧑 Have worked closely with ad film production houses Etc.

🧑 Handled various projects like in film Branding, Endorsements, TVC's production, corporate AV's and various other projects of Brand Building.

🧑 Worked closely with the Print Publications starting from a [TOI](#), [HT](#) to [Eenadu](#), [ABP's](#) of India (all vernaculars and national dailies) and with leading TV channels like [STAR](#), [Colors](#) from [GEC](#) to sports like [TEN](#), [NEO](#) etc.

Last Brand developed by me

🧑 **SIMMTRONICS** – A 21 YEARS OLD IT COMPANY with an annual turnover of more than USD 100million – distribution partners – HCL

🧑 Marketing Budget : 25 crores for 2013

🧑 Marketing Budget : 30 crores for 2014

🧑 Handing the overall corporate identity for all their brand i.e. 🧑 **XPAD- TABLET**

🔊 Developing brand identity and related positioning and messaging to help inform the creative process. Strategizing, conceptualizing & executing brand building initiatives including branding, POP development, media planning, Advertising, PR activities, Events & Exhibitions, Launches, Film Production.

🔊 Work with the Director to define, develop and implement marketing plan(s) to build our brand and drive sales revenues in India

🔊 Web: manages the implementation of new content for our global web site, including defining layouts, site structure and copy-writing, and overseeing graphic design, video production and technical development

🔊 Social media: defines, develops and manage our social media channels and online forum activity

🔊 Events: develop the creative/structural brief and co-ordinate the implementation of a wide variety of events, exhibitions, conferences, open days and road shows in India

🔊 PR: Define, develop and implement PR activity for us - including publication targeting , messaging, plus the briefing, circulation for approval and submission of editorial, press releases, case studies and commentary

🔊 Advertising: Define, develop and implement off and online advertising activity for us - including the co-ordination of creative/copy, placement and submission of advertisements,

🔊 Direct Mail/E-mail: Define, develop and implement direct marketing activity for us - including the management of creative/copy, data selection and production/ broadcast

🔊 Manage external marketing agencies/staff or work with our internal Creative Executive, ensuring cost-effective, timely and high quality outputs

Work Link

[www.eandsp.co.in](http://www.eandsp.co.in) / [www.pixeldstudios.com](http://www.pixeldstudios.com)

Ad Films / CG / VFX Showreels

<https://youtu.be/ZLf1D6yiM60>

<https://youtu.be/RaE6SJ-Kpil>

<https://youtu.be/TaVLSkesfXw>

<https://youtu.be/l9o8e639Luk>

<https://youtu.be/G1CjxeV2A1M>

<https://youtu.be/YXS3QD-UJRU>

<https://youtu.be/B52nsbXlxJc>

<https://youtu.be/C6g3jYv0eeo>  
<https://youtu.be/r4UHIkL0aLM>  
[https://youtu.be/wvEj4\\_2qu38](https://youtu.be/wvEj4_2qu38)  
<https://youtu.be/9Cgos5DcNBo>  
[https://youtu.be/m6Kk\\_l1dWIY](https://youtu.be/m6Kk_l1dWIY)  
<https://youtu.be/04tOngu1xys>  
<https://youtu.be/oW0qga236lU>  
<https://youtu.be/2PAUUc-w9Ak>  
[https://youtu.be/wxWd-A\\_sg4A](https://youtu.be/wxWd-A_sg4A)  
<https://youtu.be/yW4A36iAYVQ>  
<https://youtu.be/LuY4P8CBnfg>  
<https://youtu.be/hzeVIQVmi6Y>  
<https://youtu.be/YHeAOoA9S64>  
<https://youtu.be/WNCUyF6WFjY>  
<https://youtu.be/Evg2fDW53sw>  
[https://youtu.be/y1cM\\_HGEk9E](https://youtu.be/y1cM_HGEk9E)  
<https://youtu.be/6ww5fnq0phU>  
<https://youtu.be/pKfqNIqsy8>  
<https://youtu.be/Gdv18s6f2Bo>  
<https://youtu.be/EZYi1E0qkNE>  
<https://youtu.be/M95x0gscnCO>  
<https://youtu.be/xLlzsEOlsx8>  
<https://youtu.be/09EIECbxD4>  
<https://youtu.be/xbhCdfA5B6g>  
<https://youtu.be/9AaikwfuGGE>  
<https://youtu.be/Nhs8DZTIJfQ>  
<https://youtu.be/SOcZXVj0aDM>  
<https://youtu.be/YJCm9JnG2rY>  
<https://youtu.be/ODzY8ZqwWjg>  
[https://youtu.be/F-9\\_oEKcBkY](https://youtu.be/F-9_oEKcBkY)  
<https://youtu.be/Op7a2f4JJzU>

## PERSONAL DETAILS

☞ Date of Birth : ☞ Nationality : ☞ Language Known :

7<sup>th</sup> June 1977      Indian      Hindi/English/Tamil/Telugu/Punjabi/Bhojpuri

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