

# Vibhav Sanjay Takey

Pune, India | +91 9970634853 | vibhavtakey@gmail.com |

---

## Professional Summary

---

Dynamic and result-oriented Business Development, Operations, and Project Management professional with over a decade of experience across IT, Advertising, Events, and Entertainment sectors. Demonstrates a proven ability to lead international and domestic market expansion initiatives, optimize operations, and drive strategic growth. Adept at managing end-to-end project lifecycles, from inception to delivery, ensuring alignment with business objectives and compliance standards. Expertise in team leadership, resource management, and the implementation of innovative digital marketing strategies to enhance business performance across India and the APAC region.

## Career synopsis

---

### Project Leadership & Execution:

- Spearheaded the successful delivery of multiple IT projects, overseeing all aspects from scope definition to final delivery, ensuring alignment with timelines and budgets.
- Managed cross-functional teams, fostering collaboration and ensuring the effective allocation of resources. (leading to a 15 -20 % improvement in project efficiency.)

### Strategic Market Expansion:

- Identified and exploited market opportunities in key regions including India, Bangladesh, Indonesia, Singapore, Malaysia, and New Zealand.
- Led initiatives that expanded company presence and increased market share in competitive environments.

### Operations & Resource Management:

- Analyzed and forecasted resource needs, developed strategic allocation plans, and optimized the utilization of available resources.
- Implemented process improvements to standardize operations and enhance efficiency.

### Digital & Traditional Marketing:

- Directed innovative digital marketing campaigns that significantly boosted customer engagement and business growth.
- Managed comprehensive BTL and ATL campaigns, ensuring consistency with brand objectives and compliance requirements.

### Team Leadership & Development:

- Effectively led diverse teams, driving organizational development and business transformation.
- Fostered a team-based culture, ensuring positive interactions and high levels of engagement across departments.

### Data-Driven Strategy Implementation:

- Utilized data analytics to inform strategic decisions, optimize business processes, and drive continuous improvement initiatives.

## Experience

---

**Nuage CX Consulting Pvt. Ltd. Pune, India** Oct 2023 Dec 2023

Manager Customer Experience (Manager- BD) **(Target given 3-4 CR/Y)**

- Collaborated with project managers and department heads to identify resource requirements for ongoing and upcoming projects.
- Evaluated project timelines, budgets, and resource constraints to ensure the efficient allocation of resources.
- Developed scope documents, functional specifications, and business flow charts to guide project execution.
- Conducted resource capacity planning to assess and manage resource demands based on project priorities and objectives.

**Wowoni Private Limited Pune, India** Oct 2019 Sep 2023

Business Analyst and Development Manager (*ODC MIDAS groups Indonesia*) **(Target 5- 7 CR /Y)**

- Managed IT projects in core banking and product development, providing strategic and functional consulting and marketing expertise.
- Conducted extensive market research to inform project planning and execution.
- Coordinated with Sales & Marketing, Training and Development, and management to develop IT project strategies. (increasing business revenue with 20% over year)
- Oversaw digital media campaigns and customer service improvements to drive business growth. (Indonesia, India, Singapore, Bangladesh, New Zealand, Bhutan, Brunei)
- Supervised operational, financial, administrative, and legal activities, ensuring compliance and successful project completion.
- Maintained a comprehensive overview of available resources and tracked resource utilization.

**Kisan Forum Pvt. Ltd. Pune, India** Oct 2018 – Sep 2019

Business Development Executive **(Target achieved 60 -70 L/y)**

- Managed end-to-end event planning and execution for agricultural events, ensuring seamless coordination and delivery. ( 30% increase in event attendance)
- Handled budgeting, invoicing, and vendor negotiations to keep projects on track financially.
- Utilized CRM systems for efficient project management and communication.
- Enhanced branding and communication strategies through effective use of social media.

**Aasakta Kalamanch Pune, India** Jan 2017 – Oct 2018

Production Management / Event Coordinator **(Target achieved 30-45 L/y)**

- Coordinated production schedules and managed logistics for events across India, ensuring successful project execution.
- Collaborated with directors and department heads to make strategic decisions on production aspects.
- Monitored budgets and expenses to keep projects within financial constraints.
- Led social media campaigns to promote events and drive audience engagement.

## **Ad Centre Advertising Agency Amravati, India** Jun 2013 – Jan 2017

### Marketing Executive Ad Sales **(Target achieved 25- 30 L/y)**

- Managed advertising projects from sales through to delivery, ensuring client satisfaction and project success.
- Developed and presented business proposals to clients, securing new business opportunities.
- Maintained comprehensive records of sales, advertisements, and project accounts to track performance and outcomes.

### **Core Skills**

---

IT Project Management

International & Domestic Marketing

Strategic Planning and Execution

Business Research and Analysis

Digital Marketing and Campaigns

HRIS, CRM, ERP Systems

Resource planning and allocation

Vendor Management & Negotiations

Event Management, Operations,

Team Leadership and People Management

Legal, Financial, and Administrative Skill Sets

B2C, B2B Skills

### **Technical Skills**

---

- Tools: MS Office Suite, CRM Systems, Project Management Software, HRMS, ERP Systems
- Software: SQL, SAP, Digital Marketing Tools
- Operating Systems: Windows 10, 8, 7

### **Education**

---

- **Master of Management Studies (MBA in Marketing)**

University of Mumbai, 2010- 2012

- **Bachelor of Computer Applications (BCA in Computer Science)**

SGB Amravati University, 2007- 2010

### **Declaration**

---

I hereby declare that all the information stated above is true and complete to the best of my knowledge.

**Vibhav Sanjay Takey, Pune**