

Akshet Ahuja

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Undri, Pune, Maharashtra

Summary:

Experienced professional with over 8 years of expertise in event management, administration, and team leadership within the KPO and retail industries. Proven track record of orchestrating successful corporate events, from conception to execution, while delivering exceptional customer service.

Seeking a Corporate Events Manager role to leverage my skills in event planning, project management, and client relations to create memorable and impactful corporate experiences.

Toyota Automotive India Pvt Ltd. | Corporate Manager

1st December 2023 to Till Date

- Conceptualize, plan, and execute corporate events, including conferences, seminars, product launches, and team-building activities, tailored to client objectives and budgetary constraints.
- Coordinate with internal stakeholders, external vendors, and venue personnel to ensure seamless event logistics, from venue selection and setup to catering and audiovisual requirements.
- Manage event budgets, negotiate contracts, and track expenses to optimize resource allocation and maximize ROI for clients.
- Cultivate strong client relationships through proactive communication, responsive service, and personalized event solutions, resulting in high client satisfaction and repeat business.
- Lead cross-functional teams to develop and implement strategic initiatives aimed at enhancing corporate operations and customer experience.
- Analyze market trends and consumer behavior to identify growth opportunities and drive business development strategies.
- Collaborate with senior management to define corporate objectives, establish KPIs, and monitor performance metrics to ensure alignment with organizational goals.
- Cultivate strong relationships with key stakeholders, including suppliers, dealers, and regulatory agencies, to support business objectives and maintain compliance with industry standards.

ABK Imports Pvt Ltd. | Assistant Marketing Manager

June 2023 - September 2023

- Designed and executed targeted marketing campaigns to promote brand awareness and drive customer engagement across digital and traditional channels.
- Conducted market research and competitor analysis to identify emerging trends and opportunities for strategic brand positioning.
- Collaborated with cross-functional teams to develop marketing collateral, including print materials, social media content, and email campaigns, aligned with brand guidelines and marketing objectives.

Capita India Pvt Ltd. | E-commerce Product Management Executive

July 2020 – June 2023

- Managed promotional campaigns and provided insights on customer shopping trends to inform product assortment decisions for **NEXT (UK Client)**
- Ensured high-quality customer service by addressing inquiries and resolving issues in a timely manner, resulting in improved customer satisfaction ratings.
- Implemented Buyer Range Plans (BRPs) to optimize product composition and drive sales growth.
- LTP (Light Touch PIF) receive files from the client based on brand preference.
- Employee Engagement and fun Fridays for Teams.

Kritoz Pvt Ltd. | Operations and Sales Manager

January 2016 - July 2020

- Managed end-to-end operations, including inventory management, purchasing, and sales, to meet customer demand and maximize profitability.
- Established and maintained B2B and B2C client relationships, driving business growth through effective account management and sales strategies.
- Supervised store staff and implemented scheduling protocols to optimize staffing levels and enhance operational efficiency.

Emsons Pvt Ltd. | Merchandiser

October 2014 - October 2016

- Managed product stocking and displays to optimize visual merchandising and attract target audiences.
- Monitored inventory levels and reported shortages to management, ensuring timely replenishment and minimizing stockouts.
- Implemented corrective actions to improve product presentation and enhance overall store aesthetics.

V-Events Pvt Ltd. | Event & Operations Executive

April 2012 - October 2014

- Plan, organize, and execute corporate events, including conferences, seminars, product launches, and promotional campaigns, ensuring all logistical and operational aspects are meticulously coordinated and executed.
- Liaise with clients to understand event objectives, develop tailored event proposals, and provide exceptional customer service throughout the event planning and execution process.
- Manage event budgets, procure necessary resources, negotiate contracts with vendors, and oversee onsite event logistics to ensure cost-effective operations and client satisfaction.

Education:

- Post-Graduation in Mass Communication 2012 (**Pune University**)
- Graduate in B.Com 2010 (**Pune University**)
- MS-CIT (Microsoft Certified Information Technology Professional)

Skills:

- Strategic Planning
- Communication
- Problem Solving
- Adaptability
- Team Leadership
- Customer Relationship Management
- Market Analysis
- Cross-functional Collaboration
- Data Analysis
- Inventory Management
- Sales and Marketing Strategies

Hobbies:-

1. **Volunteer Work:** Involvement in community service or charity work reflects a commitment to social responsibility and empathy for others.
2. **Outdoor Activities:** Hiking, camping, or gardening demonstrate a love for nature, physical fitness, and an adventurous spirit.
3. **Travel & Photography**
4. **Sports:** Cricket & Basketball

Languages: English, Hindi, Marathi & Punjabi

References: Available upon request