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| |  |  | | --- | --- | |  | **Career Summary**  *A young and energetic brand and activation manager with a flair for brand centric planning and development, charting out strategies for marketing, channel management & execution. A strategic thinker with an objective of enhancing business growth by achieving impact and profitability* | | +918053349227    tanvi17gupta90@yahoo.com | **Work Profile**  Content Curation  Event Planning  Brand Marketing  Cost Negotiation  Vendor Development  Business Development | | **Business Skills**   * **Original Thinker** * **Problem Solving** * **Adaptable** * **Positive Attitude** * **Quick Learner**   **Technical Proficiency**   * **MS PowerPoint** * **MS Excel** * **MS Word**   **Education**   * **PG Diploma in Event Management & Public Relations**   **INLEAD, Gurgaon**  **(2012-13)**   * **M. Com, B. Com**   **S. D. College, Ambala**  **(2008-13)**  **Interests**   * **Cooking** * **Dancing** * **Sketching** | **Experience**  **MAHARISHI MARKANDESHWAR GROUP, MULLANA May’16- Jan’22**  ***Brand Marketing Manager***  **Media Planning & Execution:** Contract negotiations for print and e-media as per budgets  **Business Support:** Operational & marketing support for pan-India sales campaigns  **Event Planning and Execution:** HR conclave, teachers’ conclave, students’ fest, technical fest, BTL activities, exhibitions, doctors & medical conferences  **Product Management:** Analysing market trends, competition benchmarking and gathering valuable inputs for product enhancement and fine tune marketing strategy  **People Management:** Recruiting, training and monitoring the performance of team members to ensure efficiency in operations and achieving organization’s objectives  **Vendor Management:** Vendor identification, negotiations and process improvement  **DNA ENTERTAINMENT NETWORKS Aug’13- Jan’16**  ***Business Development & Marketing Manager***  **Business Development:** New account development for better market penetration & reach  **Client Servicing:** Handholding clients for business module placements with an objective of achieving business goals & KRA’s; Developing roadmap and marketing plans for clients  **Event Planning and Execution:** Product launches, BTL activities, exhibitions Intuitional fest, product promotion, conferences, national level matches  **Vendor & Manpower Management:** Conceptualization of deliverables, vendor identification & negotiations; Train & motivate fabrication staff for timebound projects  **KEY PROJECTS**   |  |  | | --- | --- | | * IPL Matches - Mohali Stadium | * BKT Tyres Event Campaign - North | | * NAAC Accreditation Marketing | * Celebrity Events & Fests - MM Group | | * Digital Marketing Activation - MM Group | * DS Group Brand Campaigns - North |   **BRANDS WORKED FOR**  **ETC.** | |