

# Deepsheka Mishra

**Address:** 495, 20<sup>th</sup> Cross, RT Nagar, 1<sup>st</sup> Block Bangalore – 560032

**Phone:** +919958660980 | **Email:** [deepsheka@gmail.com](mailto:deepsheka@gmail.com)

## **PROFESSIONAL PROFILE:**

- With close to ten years of collective work exposure and experience in handling events and customer engagements, I specialize in building inclusiveness and connect between people and brands. I have been part of successful event experiences, and have engaged with several brands, personalities, and enterprises through my career.

I enjoy planning engagement-driven events, trainings and experiences, collecting people together, and create lasting memories, driven by contextual themes. Some of my proven expertise's are in the areas of conceptualizing, planning, sales, marketing, client servicing, brand activation, speaker booking, end-to-end event process optimization, corporate and partner tie-ups.

- A far sighted individual with hands on knowledge of directing the activities of all projects. Excellent knowledge of supporting the company's strategic alliances and participating in Sales & Marketing strategies. Currently associated with Echoo Destinations and Events as Senior Manager – Business Development & Client Servicing and have hands on experience of supervising employees across departments in order to facilitate P&L, production and Marketing.
- Played a stellar role in building India business for Achromic Point viz
  - Conceptualizing, organizing and executing Seminars/Conferences across domains
  - Corporate Training
- Proven expertise in monitoring business operations with accountability of market share targets & identifying new business avenues.
- A proactive planner with expertise in strategic planning, market plan execution, account management with skills in competition and market analysis and key account management.

## **CAREER GRAPH:**

December'19 onwards with **Echoo Destinations & Events**

- Senior Client Servicing Manager
  - Identifying the potential customers and generating business.
  - Converting enquires from new and existing clients in to business.
  - Actively prospecting, arranging appointments, negotiating, closing and executing the project flawlessly
  - Client Visits / Appointment management / Follow-up/Corporate presentations
  - To develop strong relationships with existing clients and develop other opportunities across our range of services.
  - Responsible for the project conceptualization, planning and execution and crisis management
  - Control project cost and perform time management
  - Onsite event management
  - Ensure all activities follow the working processes of other teams / vendors
  - Responsible of the client management for continuous business relationship for repeat businesses
  - Track and manage PO and billing/invoicing of monthly event expenses

## July'19 – November'19 with **Vibgyor Brand Services**

- Account Manager – Client Servicing / Business Development
  - Understand requirements of the client and take client brief
  - Act as the bridge between Clients, Operations and Creative team
  - Generate new business
  - Service repeat business from existing clients.
  - Manage client relationships – HPE, Altran, Flipkart, Deloitte, etc.
  - Sell promotional marketing services to clients.
  - Ensure good turn-around time and quality of output.
  - Sell delivery reports, maintain project tracker, update account files and ensure follow-up procedures.
  - Negotiate with clients and close deals.
  - Understand marketing plans and budgetary guidelines required for negotiations with clients
  - Make PPT/Keynote/PDF presentations and outlay of events
  - Participate in and contribute toward drawing up marketing strategy and sales planning.
  - Identifying and analyzing competition, in order to stay abreast with latest event trends.

## February'18 - June'19 with **Pyramid Learning Platforms**

- Partner and Member Advisory Committee
  - Conceptualising Corporate Conferences for India and overseas market
  - Travelling and hosting conferences
  - Interacting with clients to understand their needs to provide focused and personalised events
  - Handling Sponsorships and Sales
  - Managing marketing and lead generation team of 10
  - Conceptualising and carrying out marketing activities

## April'16 – January'18 with **Kestone Integrated Marketing Services**

- Manager – NBD
  - Identify and map potential large accounts for Kestone to break into and a strategy for the same
  - Proactively study the accounts and the business and proactively suggest campaigns that can convert into business
  - Creating briefs and sharing with relevant team members
  - Managing and driving the sales guys as a well-oiled sales engine

## March'14 – April'16 with **Saltmarch Media**

- Strategic Account Manager
  - Handling key accounts like Google, RedHat, Dell, Thoughtworks, IBM, etc.
  - Managing end to end event process for clients
  - Handling a team to ensure delegate acquisition
  - Content writing for events
  - Speaker commissioning
  - Coordinating with the vendors

## August'10 – January'14 with **Achromic Point**

- Manager – Marketing & Alliances
  - January 2013 – January 2014
- Assistant Manager – Marketing & Alliances
  - April 2012 – January 2013
- Senior Executive – Marketing & PR
  - April 2011 – April 2012

- Executive – Events
  - August 2010 – April 2011

**Noteworthy Credits/ Major Projects Handled:**

- Developing the seminars and training calendar for the year and its implementation
- Identify and define market potential in India in terms of the Training business.
- Client Servicing.
- Brand Activation
- Implementation of the Training Schedule as per the timeline with existing clients.
- Manage routine operations involving Business Development in Training business and Client Servicing.
- Identify the speaker for the various seminars.
- Plan marketing and advertising of seminar sales
- Corporate and Media tie ups.

**PROFESSIONAL CREDENTIALS**

- PGDM (Marketing) from IMT – CDL, Ghaziabad, (result awaited)
- B.A. (Vocational), 2010, Small & Medium Enterprise from College of Vocational Studies, Delhi University

**DATE OF BIRTH:** 22nd April 1989