

SAURAV KUMAR

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Business Management|2014-16

OBJECTIVE

Aspiring to work with an organization that offers a responsible position where I can utilize my skills and capabilities to carve a niche for myself and effectively deliver towards contributing to the organizations' aspirations and also enhance my personal growth through continual upgrading of knowledge.

QUALIFICATION

Degree	Board/University	College/School	%/CGPA	Year
MBA (Finance & Marketing)	Deemed University	SOM, BITS MESRA	74.8	2016
Bachelor in Engineering	Manipal University	Manipal University of Technology	57.6	2011
Class XII	Bihar Intermediate Board	Science College, Patna	56	2006
Class X	C.B.S.E.	DAV Public School, Patna	77	2004

WORK EXPERIENCE

India News Communication Limited (02/01/20- 30-06-20)

- Working as an **Account Manager/Client Servicing**
- End to end client co-ordination- Understand clients' brief, communicate to designers, and execution of clients' brief
- Meeting / discussing with clients to understand their requirements and communicating the same to the team
- Ideation and execution of social media campaigns
- Arranging and attending meetings in order to maintain a healthy relationship b/w client and agency
- Ensuring all content is on-brand, consistent in terms of style, quality and tone of voice, and optimized for search and user experience for all channels of content including online, social media, email, mobile, video, and in-person

- Meaningfully contributing to the ideation and conceptualization of marketing, copy ideas & campaigns

BrandAppZ (10/06/18- 31/12/19)

- Working as a **Brand Advisor** and **Business Manager**.
- Responsible for working with the advertising team in conceptualizing and implementing communicate for the brands as per the branding guidelines.
- Creating competitive analysis for various industrial verticals through market segmentation.
- Writing various **Copy options**, for different client's that were presented to the client as a storyboard.
- Assist in social media strategy and content planning
- Responsible for **Content development** for all internal & external communication, marketing collateral, website, etc.
- Assist with business pitches, where copy or extra creative support is required, to win new clients or projects.
- Recommend changes to **website architecture, content, backlinks**, and other factors to improve SEO positions for target Keywords.
- Taking brand ownership and provide the **vision, mission, goals, and strategies** to the client
- Coordinate with the client's for approvals on copy & content

Concept Research Media (15/09/16 – 31/05/18)

- Working as a **Business Development** and **Project Manager**
- Building and executing **Social Media Strategy** through Competitive Research, Platform determination, Benchmarking, and Audience Identification.
- Gathering market research materials / reading articles and reports to form an opinion about issues and reporting / identifying a trend.
- Responsible for end to end delivery of market research projects.
- Also responsible for project delivery, client servicing, managing research teams, interacting with the field, and data processing teams.
- Managed a team of 5 to 15 members depending upon the project

Hindustan Times Media Ltd (1/11/11- 1/05/14)

- Production and Business Development Manager
- Handled ATL communication strategies for the mass market
- Identified bottlenecks and implemented new and improved processes.
- Maintained regular contact with prospects and generated new clients for HT Media through Outbound Marketing.

I hereby declare the above-mentioned information is correct and best to my knowledge.

Saurav Kumar