**Bhushan shyamanandan birmole**

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**Sector 9A, Vashi, Navi Mumbai.**

**Pincode: 400703**

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**OBJECTIVE**

To pursue a career in an Organization offering a conducive work environment and providing an opportunity for growth, so I can reach the best-suited position in the organization hierarchy through self- development, and teamwork. Experience in co-coordinating & understanding creative brief, print media, radio ads, TV commercials & other media. Good hands on Films, Videos, Augmented Reality, Virtual Reality, walkthrough, floor plans, 2D & 3D Animation and other innovative services.

# CORE COMPETENCY

As a Marketing Manager from Marcom & Advertising background, with over **9** years of invaluable managerial experience of working for multinational companies. Highly focused on a comprehensive knowledge and understanding of product and services. Currently responsible for product planning and execution throughout the product lifecycle, gathering and prioritizing product and customer requirements, defining the product vision, and working closely with the Sales, Marketing and support departments to ensure revenue and customer satisfaction goals are met.

I am a Professional committed to providing excellent customer services. I work smart under pressure, make Sound Business Decision, I am a self-Motivated Driven professional with a strong work ethic. I have a Can - Do attitude, team spirit, and good common sense. Keep updating myself taking Emerging Technologies in the market. **Excellent in handling Digital Marketing strategies, Marketing collateral's, Advertising, Films, Videos & all other media activities related to brands. Excellent in making alliances and tie-ups.**

**PROJECTS HANDLED**

* **Worked with Antart Marketing as Senior Manager – Marketing. ( 2nd February 2019 to June 2019 )**
* **Working with Black Brick as Senior Manager – Marketing. (2nd April 2018 to 30th Jan 2019)**

1. In charge of Complete P&L, Projections and Business Process.
2. Organizing & planning of entire marketing & advertising campaign for Real Estate project.
3. Handling Digital Marketing, Social Media (Organic & Paid) Websites, and Lead generation activities.
4. Managing Video content, concept and Execution of entire films, video, and TV commercial.
5. Handling creative, Concept, Marketing collaterals, and Campaigns for Brands.
6. Handling Media Related Activities, Marketing and Sales Support.
7. Organize ATL & BTL activities for brands.
8. Giving solutions related to Virtual Reality/Augmented Reality for Real Estate clients.
9. Clients handle till date: Godrej Properties, JP Infra, Runwal Developers, UK Realty, Siddhivinayak Homes, Tata Housing, Emgee Group, Glitchgo, Alkem, Xanadu, Anarock Realty and many more.

# Worked with Futurescape Advertising Pvt Ltd – Business Manager & Marketing (Jan 2017 to Dec 2017)

1. Handling Complete P&L, Projections, and Business Process.
2. Handling Digital Marketing, Social Media (Organic & Paid), viral videos, Websites, and Mobile app development.
3. Managing Video content, concept and Execution of the entire video, Ads and Vendor

Management.

1. Handling creative, Concept, Marketing collaterals, and Campaigns for Brands.
2. Handling Media Related Activities, Marketing and Sales Support.
3. Project-managed dozens of multimedia campaigns. Collaborated with clients from concept to production and launch of print, TV, Web, mobile-device and social-media campaigns that routinely exceeded client expectations. This also includes a photo shoot, video shoot, walkthroughs, and designs.
4. Clients worked with Siddhivinayak Homes, Messe Muenchen, Tricity Builders, Mirador Builders, Tejas Builders, Broaster Chicken, Olympeo Builders, Sanghvi Realty, Aehi Eye hospital, Om Builders, Intellipack, Estrela Resorts, Stylior, Mahavir Realty, Kamdhenu Realty, Shagun Realty, Catwalk, Glass wall systems, and many more…

# Worked with Thyrocare Technologies – Marketing & Operations. (14th Sep 15)

* 1. Acted as first tier contact for clients in Marketing of Coupons or packages.
  2. Manages clients’ accounts in terms of Sales, Marketing and services
  3. Provided information to new clients and managed existing clients’ service request through a variety of mediums
  4. Assisted in problem resolution and conflict management.
  5. Good skills in getting tie-ups done with other Business or agencies for Coupons.

# Worked with Ogma Robur Consulting. Manager – Real Estate Marketing.

**(11th Nov 2013 to 9th March 2015)**

1. Project-managed dozens of multimedia campaigns. Collaborated with clients from concept to production and launch of print, TV, Web, mobile-device and social-media campaigns that routinely exceeded client expectations. This also includes a photo shoot, video shoot, walkthroughs, and designs.

# Client List: Nirmal Lifestyle, Ajmera, Neelkanth, A & O Realty, Rustomjee, Falco Developers, Orbit, DB Realty, Arasmus, Paradise Builders, CIDCO, Goodwill Builders, EMGEE Group and many more….

1. Played a lead role in making pitches to current and prospective accounts, delivering presentations that won new and increased existing business to drive revenue growth.
2. Taking brief from the client, understanding it discussing it with creative, operation’s & other debts to get desired output to close that project & get repetitive business. Working on marketing collaterals such as pamphlets, brochure, danglers, signage’s & creative. Also organizing events & activations.
3. Grew portfolio of accounts to generate nearly 20 percent of agency’s revenues in 2014 Maintained ongoing communications with all accounts and fostered loyal, lasting relationships.
4. Conducted focus groups, and other market research gaining insights into consumer behavior and preferences to ensure accurate targeting of advertising campaigns.
5. **Project Head for DONEAR catalog Shoot. Successfully handled Creative’s, Production, Operations, Planning, and entire Photoshoot for 4 days.**

* **Worked with Impress Marketing as Manager – Client Relations & Business Development. (January 24, 2012, to 7th September 2013)**

Meet all Senior Management from pharmaceutical companies, corporate to give a presentation of services and product’s that we offer and also coordinate till execution. Assist clients to use the products and services and keep them updated about new features launched.

# Worked in Marketing & Client Relations (Corporate Sector) – Team Leader with Volkswagen Mumbai.

**(October 2010 to February 2011)**

1. Organizing Events at different locations and offices for Volkswagen Cars
2. Organizing BTL promotions and Marketing Activities in malls, Societies, and Corporate Parks.
3. Maintain trackers, reports for client interaction, product/ service usage etc. Collect feedback and resolve client complaints
4. Coordination with clients, vendors & agency.

# Worked for DIMAZ ENTERTAINMENT (2-1/2 Years) as Manager in Client Relations & Business Development

**Duration: Jan 2008 to September 2010**

Calling clients from all sectors from Senior Management and meeting them in person for Presentation, taking a brief, and closing the deal.

Handling PR activities, ATL & BTL Events, product launch, creative’s, marketing collaterals. Getting new clients on board. Doing alliances, joint ventures, and collaborations.

**All below jobs are on Project Basis and Free Lancing Basis.**

**The base of all the job and profile has been into Client servicing, Customer Interaction & Coordination**

1. Was in charge of meeting corporate clients taking down their requirement and close the deal...

A) Was in charge of Award Function for Austrian cargo. Making quotation, event flow and

then arranging entertainment such as belly dancers and some Bollywood dancers with a cocktail dinner party at Intercontinental Hotel.

1. Organize wedding for 7,000/- people as Operation & Production in charge for East-West Cargo Owner.
   1. Was in charge of production set up including stage, lights and sounds and other technologies such as the generator, general lighting, plasma TVs.

**Worked for *SPEC Event Management Company*** as **OPERATION HEAD (8 Months).**

In charge of Conference, Production, Planning, Execution, F&B, Traveling and Handling whole Hotel Staff Renaissance for Lions Club of Members.

* + 1. My responsibility was to take care of the whole conference which included setting up of the screen, laptops, sound and lights, round table seating arrangements with the placement of stationary and chocolates on the table for guest. Was also in charge of traveling of lions group from one hotel to another hotel for conferences via taxis and coach...
    2. I was also responsible for management of their Entertainment and Food and Beverage which included theme cocktail dinner such as chow patty theme.
    3. In charge of Artist Management for the entertainment part artist was taken care of transport

from the airport to hotel and back and also stay at respective hotels with food and Beverage provided to them

**Worked for SPEC Event Management Company**: Was in charge of the complete conference, production and set up at GOA in three different hotels.

# Worked for AFFINITY CINEMEDIA - Worked on In film Advertising as a Senior Business Executive.

1. **Working on the concept of Advertising a product via movie and making Media tie-up of the brand with the movie.**
   1. My job was to meet Brand Manager of a particular brand and explain to him how his product can be marketed via movie promotion.
   2. Product placement in the movie and Media tie-up of Brand with Movie

# Working on a concept called In-Store promotion and advertising of product on plasma TV inside malls, theatre's etc.

* 1. I was in charge of arranging meetings with brand managers for advertising their product ads on plasmas according to spots displayed on the screen.
  2. Used to take Plasma tv on hire by negotiating with shopping malls and Media Company for spots display.

***Worked for MARKETMEN EVENTS LTD (1Year) – Free Lancer as Manager in Client Servicing and Operations.***

* + 1. Organizing promotion activity for Big Movies in few multiplexes in Mumbai and other different cities
    2. Worked on promotional activity for Brand Huggies.
    3. Worked with Diageo for promotion activity of scotch testing sessions in two Pubs and Lounges

**Worked for PERCEPT D’MARK (6Months)** - Working as **Project Head** for Blue Star Wedding for 25,000 Guests at four different Venues and hotels. Handling Marketing Collaterals.

**Worked for ZEE TV (FreeLancer)** – In charge of Branding & Execution all around the venue.

**CLIENT’S WORKED WITH**

Siddhivinayak Homes, H-Energy, Proviso Group, Satyam, Oec Records, Aspira Diagnostics, Preventine, Chowghule Industries, Pmc Bank, Emgee Group, Lodha Group, Donear Group, Nirmal Lifestyle, Ajmera Group, Mango Homes, **Damji** Shamji Group, Falco Developers, Marathon Builders, Orbit, Neelkanth, Arasmus, Paradise, Goodwill**,** HSBC, ICICI SME, ICICI Bank, ICICI Prudential, ICICI Lombard, ABN Amro Bank, Amcham, Sbi, Go Air, Lakme, L'oreal, Mahindra Club, Zee Tv, Femina, Filmfare, Reliance, Microsoft, Metro Shoes

Kiah Diamonds, BPL, Spec, R.R. Omerbhoy, Jindal Steels, Sound.Com, Ponds PHARMACEUTICAL COMPANIES FROM MUMBAI SUCH AS FDC, PHIZER, GLAXO, CHARAK PHARMA, IPCA, UNICHEM.

**EDUCATIONAL QUALIFICATION**

Passed S.S.C **(1998)** With 52 % From Mumbai University. Passed H.S.C **(2000)** With 58% From Mumbai University. Passed Msc-It With 88% From Mumbai University.

Passed Diploma In Event Management **(2006)** With 2nd Class From N.I.E.M. Passed Bachelor In Business Administration **(2009)** With 1st Class.

Passed Course Of Graphic Designer From Arena Multimedia.

**HOBBIES**

Wanderlust & Tech-savvy.

Music freak & avid foodie. Love doing Photography.

Like to keep myself updated on Technology front and Innovations.