



Siddhesh S. Koske

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📍 509, A wing, Dimple Apt, Above
Vijay Sales showroom, L.J road,
Mahim, Mumbai -400016

⚙ **Skills**

Team building & coordination

Structured path for any
assignments

Delivering projects on or before
time

Clear communications

Creative & Art vision

👍 **Field of Interest**

Product/Service Branding &
Marketing

Ideas Conceptualization &
Execution

Self motivation attitude

Resolving self & others issues

Outgoing & self explanatory



Objective

To obtain a new business development position by adding value through utilising my superior knowledge, prospecting and selling abilities in the business to business arena.



Academic Details

Mumbai University

Master of Management Studies, 62%, 2015

Mumbai University

B Com, 58%, 2013

Maharashtra State Board

HSC, 48%, 2010

Maharashtra State board

SSC, 58%, 2008



Work Experience

SMAAASH Entertainment

Assistant Manager - Marketing (West Cluster), Jan
2020 - till date

Role : - Western Cluster F&B Marketing Manager
- Handling team of 2

- Working closely with online portals (Nearbuy,
Dineout, Eazydinner, Zomato, Swiggy)

- Heading 4 Restaurants as Marketing Manager
(Kamala mills, RCity, korum Mall, GC Seawoods
Mall)

- Planning & Implementation of Ideas & Strategies
for up sales of Restaurants

- Tieups with brands for cross branding
(Budweiser, Beck's Ice, Kingfisher, Star Sports,
Club Mahindra, McCains)

- Monthly calendar planning

- Digital Marketing briefing, reports analysis

- Budgeting (Online & Offline)

Mirah Hospitality & Gourmet Solutions Pvt Ltd

Assistant Manager - Marketing, Mar 2019 - Dec 2019

Role : - Brand Manager for Rajdhani Restaurant South India region

- Team handling of 13 managers for restaurants coordination
- Cross tie ups with brands for ticket sale, food partners
- Generate Strategies for upbringing the sale
- Handling Start to End project individually assigned
- Vendor management
- Budgeting & allocation of cost controls for marketing purposes unit wise
- Study demographic information & apply strategies
- Increase Brand visibility through PR coverage & tapping other PR activities (bloggers, SM media exposure)
- Sales & ROI analysis
- ATL & BTL execution
- PR & Social Media handle
- Events, Properties, Planning & Execution
- Third party integration for visibility
- Vendor Payments & PO processes
- POC for Brand Communication (Zomato, Dineout, inresto)

Runwal Group

Sr. Executive Marketing, Apr 2017 - Mar 2019

Role : - Unique ideas strategizing and execution

- Social media handle
- Event budgeting
- Vendor management
- Events planning
- Branding quality checks for inside & outside property
- Planning & Strategies for upbringing of bleeding brands
- CSR activities coordinator
- License & Permissions coordinator
- Movie launches, kids entertainment, Music Gigs & Stand ups management
- Celebrity management
- Cross tie ups with tenants
- SMS, Emailers, Whatsapp management
- Database handle
- Brand communication tieups for Magazine (Jetwings)
- Radio Tie-up with fever 104fm with rj Sidhu (Nanachi Tang show host)
- Bloggers Activity
- Barter deals with vendors for event tie-ups (Non-Commercial)
- Team coordination for TOI Kala Ghoda fest 2019
- College fests, NGO deals and other third party contracts first POC
- Customers & guest relations communication executive for online & offline medium

Achievements:

- India's Largest Rubik Cube wall with dimensions of 70 x 10 Ft along with help of 23 VJTI students with 13 hours
- India's first biggest Pani Puri Fest generating 1.20 Lac footfalls for mall
- Proposed mall owned entertainment zoned which was considered as a new development for Amphitheatre

Marathon Developers Pvt Ltd

Executive - Sales & Marketing, Jun 2015 - Mar 2017

Role : - Campus Placement

- Sales executive for Marathon NexZone project located at New Panvel
- Achieving 35cr revenue for the company
- Activation of 30+ new channel partners from Western & Central
- Generated NRI customers
- POC for first due payments before handing over to customer care dept
- Customers retention & converting referral leads
- Analysing competitors & executing ideas to generate leads
- On Site marketing & branding
- 4 times consecutive representative for Credai & MCHI exhibition
- Generating MIS for sr.managemet
- Part of commercial sales (FutureX, Icon)
- Part of high end units (Monte South)
- Executive in customer care dept, channel partner & Marketing team

Tata Capital Financial Services

Brand Marketing Intern, Mar 2014 - Jun 2014

Role : MMS Black Book Project (self searched)

- Study & Analyst for upcoming online portal for TCFS tangible assets management
- Coordination with various global e-commerce portals
- Manpower Mapping CEQ
- Development of new marketing channels for CEQ finance repo assets on-going initiated dialogue with various Channels (Trade India, India Mart, Alibaba, and Fundoo Data)
- Dual reporting to Head manager and CEO
- Attributes for upcoming live online project
- Appreciated for inputs on better user interface



Project Details

Kaamdhenu

- Save Indian cows from getting extinct due to their age issues
- Product development from cow dung
- Connecting villages & other mediums like temples and local vendors to acknowledge the same
- Connected women empowerment through making dhoops & agarbattis
- Gave source of income to low line areas via connecting them to external vendors & collaboration with ISKON Mumbai
- Got nominated for 3rd prize across globe in International Competition of 'Enactus India'

Period : Aug 13 - Mar 14 Team Size: 10

Role : Coordinator

Chakravyuh

LLIM Annual Fest - MMS Masti Mela

- Voted as a Public Relation head in the core committee for college fest in order to keep a track with different institutes and their coordinator
- Celebrity and sponsorship management
- Stage setups, facilities etc
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Period : Mar 14 - Sept 14 Team Size: 25

Role : Public relation Head

Cafe Coffee Day Mumbai

- Promotional activities execution through tapping corporate offices
- Distribution of coupons and packages via public places (Gym, Parks, Petrol pumps)
- Got 62 walk-in for 3 outlets (as per voucher track number record)

Period : 1 month Team Size: 5

Role : Project coordinator

Big Bazaar 'Big Days'

Big Bazaar (Growels 101)

- Sales trainee for 'Big Days'
- On floor sales pitching for FMCG goods (Oil, Sugar, Rice)

Period : 3 Days Team Size: 2

Role : Trainee



Achievements

- Certified for 'Essential Communication Skills Course 2010-11' from SIWS College
- Certified by 'The Green Olympiad' by Ministry of Environment and Forests Government of India in 2005
- Completed 'Personality Development Course 2003' from IES Dyan Vikas Mandal Mumbai
- Volunteered with United Way of Mumbai at Standard Chartered Mumbai Marathon 2011-12
- Volunteered as Coast Guard (Mumbai) on 'International Coastal Clean Up' at Dadar Beach in co- ordination with ESSAR Group Sep 2009



Curricular Activities

Co-Curricular

Member of World Wide Fund in school

Member of National Service Scheme (NSS)

Event & outstation project coordinator for NSS

Assistant coach of Badminton at MCGM sports club Dadar

Ex senate member at Mumbai University (BCom body)



Strength

Sense of humour

Persuasive

Open-minded with a optimistic view

Result driven along with team work



Hobbies

Badminton

Bike rides

Fort trekks

Fast Cooking

Acting & mimicry



Reference

Chirag Uppal

Manager - Marketing

Runwal Group

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Gaurav Vanage

Dep Manager

Marathon Group

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Kush Manocha

Marketing Manager

SMAAASH Entertainment

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Declaration

I hereby declare that the above furnished information is authentic to the best of my knowledge.

Date : __/__/2019

Place : Mumbai

(Siddhesh S. Koske)