

## **TULSI SHAH**

C-410, Vrindavan, Raheja Township, Malad-E | Mumbai -97  
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### **CAREER OBJECTIVE:**

To obtain a responsible and challenging position where my skills, ability and education will have a valuable application

### **WORK EXPERIENCE:**

**Organization:** Hungama.com

**Duration:** AUGUST'15 – Present

**Designation:** Marketing Executive

**Brand:** Hungama Music, Hungama Play Apps

**Job Profile:** Taking care of the Marketing Responsibilities of the brand Hungama

#### **HUNGAMA: August'15 – Present**

- Responsible for brand communication & content promotion for Hungama Music & Hungama Play ( Apps )
- Responsible in driving ATL, BTL and digital campaigns for Music & Play apps
- Assist in planning, strategizing and executing events & IP's like Supersonic, Bollyland, The Vamps, Bollywood Music Project, GiMA, SIMA etc.
- Assist in brand integration in music singles.
- Assist in planning, strategizing and executing social media & Digital plans
- Responsible for concept building for brand alliances like Paytm, UC Browser, Freecharge etc.
- Assist in planning, strategizing and executing the pre-launch, launch and post launch of our ISP, DTH clients
- Manage Trade Marketing , partner communications and promotions
- Interact with internal customers - Sales, Programming & Distribution & External customers – Ad agencies

**Job Profile:** Taking care of Marketing Responsibilities of the Television division BIG MAGIC and radio division (92.7 BIG FM) and of Reliance Broadcast Network Limited

#### **BIG MAGIC (TV): April' 14 – August'15**

- Assist in planning, strategizing and executing Marketing Activities for rebranding of a channel
- Responsible for New & Existing shows related communication (both On Air & Off Air)
- Responsible in driving ATL, BTL and digital campaigns
- Communicate with PR on the key points / highlights of the show
- Analyzing channel performance closely based on TAM, and making recommendations to programming with the aim to boost channel Ratings
- Assist in planning, strategizing and executing BIG MAGIC international FPC
- Identifying and pitching to the new international markets which BIG MAGIC can tap

#### **92.7 BIG FM (Radio): April' 13 – March' 14**

- Ensuring brand communication & Marketing Alliances in the form of on air radio gratification
- Responsible in driving ATL, BTL and digital campaigns
- Assist in planning, strategizing and executing events & IP's
- Analyzing RAM ( Radio Audience Measurement ) statistics & coming up with strategies for future content, activations & spikes
- Interact with internal customers - Sales, Programming & Distribution & External customers – Ad agencies
- Plan & manage communication budgets

**SUMMER PROJECT:****Organization:** Ogilvy & Mather**Duration:** May'12– July '12 (2 months)**Project Topic:** Strategizing & analyzing the social media aspects of the brand Vodafone India Limited**Job Profile**

1. Analyzing the presence of Vodafone on current social networking sites (Facebook, YouTube & Twitter), identifying & strategizing other social networking sites which Vodafone can tap.
2. Global analysis of Vodafone & its competitors social networking sites
3. Seeding of Vodafone Micro site i.e. Vodafone's educational site
4. Analyzing & Strategizing the Vodafone Zoozoo Facebook page

**EDUCATION:**

Degree	Institute / School	Year	Percentage
MBA(PGDM) Marketing	Mumbai Educational Trust(MET)	2013	70
Bsc. (Comp.Sci.)	University of Mumbai	2010	73.5
HSC	Thakur College of Science and Commerce, Maharashtra State Board	2007	70.67
SSC	Gokuldharm High School, Maharashtra State Board, Mumbai	2005	80.53

**PERSONAL DETAILS:**

**Date of Birth** : 24<sup>th</sup> March, 1989  
**Marital Status** : Single  
**Nationality** : Indian  
**Personal Interests** : Photography, Glass Painting & Cooking  
**Languages Known** : English, Hindi, Marathi and Gujarati

**DECLARATION:**

I hereby affirm that the information in this document is accurate and true to the best of my knowledge.

Date:

Place: Mumbai

Tulsi Shah