SHANTANU GHOSH

Marketing Professional & Sports Enthusiast

# Experience

GroupM ESP- Business Director

Sep’16 till present

* Sports sponsorship/ Marketing
* Brand sponsorship- films
* Client servicing and execution

Papa John’s Pizza- Head Marketing

Nov’15 till May’16

* Set up the Digital and PR Agency
* Marketing strategy & planning
* New city launch and store launches

Mad Over Donuts- DGM Marketing

Jun’14 till Nov’15

* Sales, communications and PR
* New Product Launches

McDonald’s India- Sr. Manager

Oct’08 till Jun’14

* New Business Channel lead for marketing for Home Delivery, Breakfast and Dessert Kiosk
* Local Sales Market lead for the Indian Market

Pidilite Industries- Section Head Mktg

Nov’07 till Oct’08

* Brand Manager for Art and Stationary brands
* Handling Sales and Product Development

Reliance Communications- Dy. Manager MARCOM

Mar’06 till Nov’07

* Communication of Prepaid, Post-paid and FWP

Rediffusion DY&R – Account Executive

May’05 till Mar’06

* Client Servicing for Tata group viz Tata Motors & Taj Hotels

Optimum Media Solutions- Media Planner

Jun ’04 till Apr’05

* Media planner for PSU clients- LIC, HPCL & Air India



# Life Philosophy

*“Success is getting what you want. Happiness is liking what you get”*

# Most Proud Of

* Successfully handled deals on IPL and India Cricket
* Nominated for best city launch in McD
* Successful product launches in MOD
* Was acknowledged for sales achievement in Pidilite

# Strengths

Team Player • Logic Driven • Motivator

Consumer Centric • Digital Marketing • Insight Provider

# Education

Master in Management Studies- 2002-2004 Bachelor of Science in Physics- 1998-2001

# When Not In Work

Play Tennis, Cricket

# Personal Details

Born- 1st April, 1980 Marital Status- Married

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