

Geet Subhash Kulkarni

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Seek a challenging career into Marketing Communications in a dynamic environment of an organization.

To excel and actualize my abilities in the field of Marketing Communications for a reputable Organization. My professional experience with Business development skills and Customer Service backed with my strong technical acumen in this field has enabled me to be a self-starter and a proactive team leader. I am aware of the benefits of commitment to Quality service and am self-motivated to set and achieve high standards of performance.

Date of Birth : 23rd December 1985 **Nationality** : Indian
Marital Status : Married **Languages Known** : English, Hindi, Marathi

Interests: Creative-writing, Teaching, Photography, Swimming, Skating, Listening to music.

Synopsis

- Experience spans over 8+ years in the industry, comprising exposure in two countries – India & UK.
- Successfully completed - Masters in Marketing Communications, from Middlesex University – London UK in 2010.
- Acquired the subject e-marketing as a part of my Masters course in London.
- Successfully completed Diploma in Advanced Digital Marketing.
- Passion to contribute efforts towards Film making and Entertainment Production.

Core Education:

Qualification	Institute/University	Year	%age/Class
MA - Marketing Communications	Middlesex University, London (mks in credits)	2010	1st class
BFA - Applied Art (Advertising)	Sir JJ Institute of Applied Arts, Mumbai	2008	60.25
Higher Secondary Certificate	Tilak Nagar Junior College, Mumbai	2003	71.00
Secondary School Certificate	MMST, Mumbai	2001	66.63

Supportive Education:

Qualification	Institute/University	Year	%age/Grade
Diploma - Marketing Management	Welingkar's Institute of Management, Mumbai	2009	A+
Diploma in Events Management	International Institute of Events Management, Mumbai	2005	70.00

Work Experience:

September 2017 – Till date

Started my own consultancy firm providing Marketing consultancy services

Clients served:

Mumbai: SDF Holistic, Omkaleshwar Travels

Nashik: Socio Maven - Panchavati, Nethority Technologies – Satpur, Nirman Group (Nashik), Knchan Infrastructure (Interior Turn Key fir-out Contractors) & Royal UK Education

Vasturaviraj Group, Mumbai

Duration: **July 2016 – September 2017**

Title: Senior Manager - Sales & Marketing

Key job responsibilities: -

Heading the Marketing division for the Consultancy, Education, Products, Interior Designing divisions.

- **Generating content** for various digital activities and media planning for class / product launching etc.
- **Organizing and executing** Events for the organization.
- Handling **PR and Client Relationship Management**.
- Clients: **Shapoorji Pallonji Group, Lodha Developers, L&T Realty, Raymonds Realty** etc.

Parth Knowledge Network Pvt. Ltd., Airoli

Duration: **January 2015 – July 2016**

Title: Marketing Manager

Key job responsibilities: -

- **Handling entire Marketing:** Branding & Communication activities of one of the leading brand PKNPL, associated with MKCL & RKCL, having 2500+ centres across Maharashtra & Rajasthan.
- Taking care of logo – trademark registrations, various collateral designs & printing the stock.

EDIT Systems Pvt. Ltd., (SILICA Institute) Mumbai

Duration: **June 2013 – December 2014**

Title: Digital Marketing Manager

Key job responsibilities: -

- **Monitoring Digital Marketing Campaigns** for NID, NIFT, NATA (classroom coaching and home study material kit products)
- **Effective SEO & Social Media Management:** Admin management role of FB / Twitter / LinkedIn , ensuring increase in the enrollment with EDIT – SILICA classes.

Mash Audio Video Pvt. Ltd. - Images Bazaar INDIA, Mumbai

Duration: **May 2011 – March 2013.**

Title: Account Director

Key job responsibilities: -

- **Handling Marketing & PR assignment** for to develop relationship with clients in Mumbai.

- **Presenting** a good image of Images Bazaar to Mumbai clients and educating them about Images Bazaar.

Brand Media Concept (UK)

Duration: **July 2010 – March 2011.**

Title: Marketing Consultant. (Content Editor)

Key job responsibilities: -

- **Handling designing and events** related assignment for clients : **HDFC Life & Home Loan, Satyam Sweet Mart** etc. Also have organized various Health events for National Health Services (NHS).
- **Handling Digital Marketing** assignments for clients.

Photolibrary India Pvt. Ltd, Mumbai, INDIA

Duration: **May 2008 – July 2009.**

Title: Account Manager – SAARC Region

Key job responsibilities: -

- **Handling Sales and Marketing** of stock images and footages, travelling across India for building new business.
- Job role was to meet all the Top Management - Executive Creative Directors and Account Planners / Directors / Managers of major ad agencies, IT companies etc.

Visage Communications

Duration: **Jan 2006 – Mar 2008.**

Title: Sr. Client Communicator

Key job responsibilities: -

- **Handled complete client servicing** by offering them design based creative solutions.
- Served some important clients like **Standard Chartered Bank, Kingfisher Airlines, ICICI Venture, HDFC, Kotak.** Have handled some **Government projects.**

Teaching Assignments:

- **Sheila Raheja Business School Visiting management faculty**
Assigned to teach Masters in Management Studies (MMS) final year class. Subject taught – IMC (III Sem) & Services Management (IV Sem).
- **Guru Nanak Khalsa College Visiting management faculty**
Assigned to teach Bachelor of Management Studies (SYBMS) Second year class. Teaching Subjects – Marketing Management & Advertising.
- **London, St. Andrew's College Faculty.**
Had been a faculty for a hospitality course teaching Hospitality marketing management (2010 – 2011).



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