

Harsh Vohra

Efficient professional with 4.5 + years of experience and a proven knowledge of brand management, client relations, and market analysis.

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EXPERIENCE

Spalba Event Tech. — . Mng. Planning & Development

June 2022 - March 2023

- Tech platform channel sales to reach out to new customer base.
- Suggesting, procuring and delivery of the giveaway items for Google, Facebook, WhatsApp and Instagram.
- Onsite execution and setup for the corporate events
- Creative inputs, ideation and closing the deals with clients for the final event.
- Generating new business through the existing clients.

Mohani Tea Leaves (P) Ltd — Ast. Mng. Sales & Marketing

DEC 2019 - APRIL 2021

- Facilitated strategic decision-making by creating reports detailing findings and recommendations.
- Analyzed and tracked data to prepare forecasts and identify trends.
- Market analysis of different competitor brands and making branding plans.

We Media Works, — Ast. Mng. Client Servicing

OCT 2017 - SEP 2019

- Suggesting, procuring and delivery of the giveaway items for Google, Facebook, WhatsApp and Instagram.
- Logistical planning and gamification for the client around the city.
- Working with the core team on pitch presentations.

CS Direkt — Executive Client Servicing

SEP 2016 - OCT 2017

- Working on the Clients brief for an event, then preparing the collaterals for the pitch presentation, finally getting approvals on the creatives and delivering it to our operations team for final execution.

EDUCATION

Google Data Analytics, Coursera

Dec 2021 - Feb 2022

DAV College, Kanpur University — B.Com

2008 - 2011

SKILLS

Data-driven decision making

Calculation and analysis in SQL & spreadsheets

Basic level R programming.

Effective Presentations

Managing procurement for events

Vendor Management

Client Management

AI integration

KEY HIGHLIGHTS

Overall branding of the venue for Youtube Fanfest at (Jio Garden), Microsoft Future Decoded at (JW Marriott Sahar).

Managed Safety, Security, Parking licenses and accreditation of 15000 people, Punjab 350 event.

Planned and executed branding activities in 21 districts of U.P for Mohani Tea.

