**MADHUKAR SRIVASTAVA**

116-G JharnaTola,KunraGhaat

GORAKHPUR

**Mobile: +91-7521099904, Mail-**madhukar.sri007@gmail.com

**Professional Experience [9.5Years]**

### Brand Management

Talented, result-producing Event Professional with a proven record of accomplishment in planning and leading comprehensive strategies in support of business goals and objectives. Expertise in directing the creation of events tools and steering the execution of events. Solid leadership skills, able to build and guide top-performing teams. Adept at communicating with management, vendors, and internal departments to coordinate overall efforts

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| --- | --- |
| * Sales Conceptualization and Planning | * Marketing and PR |
| * Logistics/Vendor Management | * Corporate Management |
| * Production Management | * Team Building & Management |
| * Modern Event Management Scenario | * Budget Preparation / Administration |

**Extra Achievements**

* Created brand building FOR **TVS Ltd**. Brand event like Start-up Event, Branding etc.
* Brand building properties for **Honda** Like Advertisement, Showroom opening Events, Party Organiser, Inshop – Outdoors Branding etc.
* Activation Team Part of Brand building properties for **ACC Cement**.
* Activation in Project for **Hero** like Branding, Products Launch etc.
* Activation as a Project in charge for **WIPRO** like Branding, Events, Products Activation Programme etc.

**Present Profile Dec 2017 to Till Dated**

* **Kartgoal Products (i) Pvt. Ltd.**

**Designation: MARKETING HEAD**

**Job Responsibilities:**

* Market research
* Team Management
* Marketing promotions
* Brand Promotions
* Logistics / Warehouse Management

**Previous Profile July 2017 to Dec 2017**

* **RSPL Ltd.**

**Designation: Territory Sales Incharge**

**Job Responsibilities:**

|  |  |
| --- | --- |
| * Sales Conceptualization and Planning |  |
| * Distributor Handling |  |
| * Production Management |  |

**Previous Profile November 2014 to July 2017**

* **VRS Foods Ltd. (PARAS MILK- East UP)**

**Designation: Marketing Executive**

**Job Responsibilities:**

|  |  |
| --- | --- |
| * Sales Conceptualization and Planning | * Marketing and PR |
| * Logistics/Vendor Management | * Corporate Management |
| * Production Management | * Team Building & Management |

**Job Profile:**

* Conceptualized, planned and executed various entertainment, sports, cultural events, road shows, promotions and generated sponsorships for the budget procurement.
* Research & Development (R&D) on Current Event Management Scenario, Major happenings in Event Industry. Tapping Industry Growth Parameters.

**Previous Company July 2012 to November 2014**

* **Procter & Gamble (P&G) Ltd.**

**Designation: B.D.M. (Business Development Manager)**

**Job Responsibilities:**

* Conceptualized, planned and executed various entertainment, sports, cultural events, road shows, promotions and generated sponsorships for the budget procurement.
* Research & Development (R&D) on Current Event Management Scenario, Major happenings in Event Industry. Tapping Industry Growth Parameters.

**Professional Qualification**

* Basic Knowledge of Computer.

**Educational Qualification**

* PGDBM (Marketing & Finance) from Surya Business College of Management Lucknow.
* B.Com. from Gorakhpur University.
* Intermediate from U.P. Board Allahabad.
* High School from U.P. Board Allahabad.

**Personal information**

Nationality : Indian

Marital Status : Un-married

DOB : Jan 30 1990

Languages known: English & Hindi

**Postal Address:** 116-G JharnaTola, Kunraghat, Gorakhpur. .

**Date: MADHUKAR SRIVASTAVA Place: GORAKHPUR**