

Mr. Yogesh Diddee

Mobile: +91 9860 123197

Email Id: diddee.yogesh@gmail.com

Address: A/7, Silver Spurs, NIBM Road,
Kondhwa, Pune- 411048.

Objective:

To secure a position within this industry, in order to utilize my theoretic knowledge, networking and community building at its best and practically contribute towards the growth of the company.

Work Experience:

The Chocolate Spoon Company Pvt Ltd: Senior Marketing Manager for Pune
(August 8th 2018 to current)

Roles & Responsibilities-

- Ideation & developing the monthly marketing plan and marketing strategy.
- Briefing the restaurant staff & kitchen regarding the month
- Developing artist calendar for every month for all outlets
- Coordination with 3rd party reservation and delivery apps
- Liaising with liquor brands along with the RM's
- Seeking collaborations with pop up and event companies
- Ensuring that the offline & online strategy for respective promotions is executed in sync
- Sharing an event P&L sheet before major events
- Compiling competitor analysis & industry tracking trends
- Scheduling regular meetings with the marketing team of malls

UBA (United Basketball Alliance): Senior Assistant Marketing Manager
(July 2017 to May 27th 2018)

Roles & Responsibilities-

- Conduct market research and customer/client preferences.
- Create marketing strategies through planning and research.
- Understanding of company goals.
- To study changes in product and marketing trends.
- Creation of marketing campaigns and their execution.

XEBEC DIGITAL MARKETING: Sr. Client Servicing (*Jan 2016- May 2017*)

Roles & Responsibilities-

- Helping media team analyse and optimize performance of campaigns.
- Seamless coordination within all depts. in Xebec, namely social media, creative, search engine marketing and media buying to drive ROI
- Analysing consumer behavior.
- Helping senior executives in making the digital campaign live.
- Generating reports with insights - media reports, analytics, and social media reports.

Clients Handled: Philips Lighting India, Serendipity Arts Festival, ZIOX Mobiles, VLCC, Phoenix Marketcity Pune, Gaana.com, VIBGYOR Schools, Times Pro

LIMRA DEVELOPERS: Sales & Marketing Executive (*2014-2015*)

Roles and Responsibilities:

- Acquiring new clients.
- Marketing and Promoting the assigned project.
- Maintaining Customer Relations.

AFTER 8 EVENTS: Marketing Communications (*2011-2013*)

Roles and Responsibilities:

Managing Marketing Functions:

- Promotions & Advertising
 - Online Promotions.
 - Social Media
 - Ground Promotions
 - Visual Branding
- Building new business cliental:
 - a) Preparing Presentations
 - b) Initiating Sponsors
 - c) Creating contemporary Business Models.
- Recruiting fresh talent for distinct streams for the company.

MAHAVIR SALES COPORATION (2008 – 2010)

Roles and Responsibilities:

- Marketing the product and procure business for residential and industrial zones.
- Overlooking the management of the inventory for the business and keeping accountability by providing reports to the higher authorities.
- Core supervision of the warehouse.
- Client Relationship Management

Educational Qualifications:

<u>Year:</u>	<u>Qualification:</u>	<u>Institute:</u>
Year 2006: <i>Place: Pune</i>	SSC	St. Vincent's High School
Year 2008: <i>Place: Pune</i>	HSC	Ness Wadia College of Commerce
Year 2011: <i>Place: Pune</i>	B.COM	Ness Wadia College of Commerce
2013-2015 <i>Place: Pune</i>	Masters in Marketing Management	Neville Wadia Institute of Management

Professional Skill Set:

Computer Software: MS PowerPoint, MS Word and Excel

Event Management and Public Relations

Social Media Management

Digital Marketing: Theoretical knowledge on basics of SEM(Search Engine Mechanism), Google analytics, SEO (Search Engine Optimization), ORM (Online Reputation Management), Mailer and Re-marketing activities and Media Planning, Content planning.

Languages Spoken:

English, Hindi, Marathi, Punjabi, Gujrati.

Notable Achievements:**Sports:**

- Winner All India YMCA Championship At Goa In Basketball (2011)
- Represented Pune University (Basketball) (2009-2010)
- Represented Maharashtra for Basketball (2006-08)
- Best Athlete Award (Ness Wadia College of Commerce) (2010)
- Acquired N.C.C (Army) "C" Certificate

References:

- Available on request