



SHANTANU GHOSH

Flat No 14050 Teakwood Mahagun Mywoods sector 16-C opp 11th Avenue Gaur City-2
Noida Extension, Uttar Pradesh, India
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Career highlights

- ❑ Over 23 years of extensive experience in managing sales, marketing & advertising at the district & corporate level for both start-ups, established companies & Restaurants, Hotels.
- ❑ Management & leadership portfolio in newspaper, magazines, trade Journals, directories, Online medium.
- ❑ Organize various events and exhibition in education, B2B and B2C platforms
- ❑ Specialized in recruitment, training, barter and handling sales force.
- ❑ Specialized in media buying and planning, ATL/BTL activities and market research and analysis.

Leadership Experience

Smriti Foods
(Food and Restaurant)

Since October 2018

- Established the company in October 2018 primarily in raw, processed food and restaurant.
- Franchisee of “Republic of Chicken”
- New market development for Raw and Processed veg and non-veg item.
- Tie up with small establishments and further providing Franchisee.
- Tie up with various brands for further market development.

- **Jagran Prakashan Ltd:- New Delhi**
(PRINT MEDIA ADVERTISING)
General Manager-Marketing
(National Education Head)

Sep 2015 to August 2018

- Markets development of overall education category Pan India
- Involved in media marketing and market planning
- Sales forecasting
- Educational reports
- Analyzing the neo market concept
- Focusing in education category and branding
- Create & design all advertising & marketing campaigns
- Media Planning for education category
- ATL and BTL Activity with education clients pan India
- Launching of New Property for maximizing education revenue pan India
- Monitoring the profitability of the entire education category

- **Bennet ,Coleman & Co Ltd:- New Delhi**
The Times Group
(PRINT MEDIA ADVERTISING) Senior Manager

Jan 2008-Sep 2015

- Directly responsible for overall advertising under following media products of the company- The Times Of India, The Economic Times, Navbharat Times and all industrial related journals and Times Online portals.
- Involved in Media And Market Planning
- Business Development
- Sales Forecasting
- Educational and Industrial reports
- Appointing and servicing of DSA(Direct Sales Associates)
- Analyzing the neo market concept
- Focusing in Education Category.
- Create & design all advertising & marketing campaigns
- Knowledgeable in all media venues with expertise in print and electronic
- Organize Various Education,B2B and B2C Events and Exhibition
- Media Planning
- Barter

□ **INDIA TODAY GROUP & SINGAPORE TELECOM.**

AUG1998 – JAN 2008

Deputy Manager-- DELHI, JAIPUR, INDORE, BHOPAL, MEERUT.

- Directly responsible for overall advertising under following media products of the company i.e.
 - C&I (Commercial and industrial guide)
 - BUILD- TODAY (building and construction guide)
 - OPS (office product and services Guide)
 - INDIA TODAY CLASSIFIEDS
 - BUSINESS TODAY CLASSIFIEDS
- Handling sales team
- Market Planning
- Business Development
- Sales Forecasting
- Recruitment
- Marketing and Pricing
- Launching of new product related to industry needs
- Promotion and Sales of website designing

□ **Essen Management Pvt. Ltd**

Marketing Executive

AUG 1997 – JULY 1998

- Managing sales force and marketing activities through venue presentation in all major corporate and major business establishments.
- Campaigns & sales in the new market.
- Increase sales from start-up.

□ **Admar Services**

June 1996 – JULY 1997

Marketing Analyst

- Responsible for market research and analysis of different product and market through questioner, area mapping.
- Taking public views and understanding consumer behavior. Pre-analysis of different market areas.

Education

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| ❑ | MBA – Lal Bahadur Shastri Institute of Management New Delhi | 2001 |
| ❑ | Bachelor of Art -University of Delhi (Dyal Singh College) | 1996 |
| ❑ | Schooling from Shiv Vani Model Senior Secondary School, new Delhi | 1993 |

Personal Information

DOB	– June, 27, 1974
Marital status	– Married
Sex, Age	– Male, 45 years
E-mail	– shanghosh007@gmail.com
Tel.	- +91 9811194966
Passport No.	- J8608324
Expiry date	- 06 / 07 / 2021
Aadhar No	- 977285632772

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