

DEVESH PANDEY
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OBJETIVE -

Seeking a managerial position within an organization where I can utilize my analytical - managerial skills & experience to push myself further.

SUMMARY OF PROFESSION -

More than 13 years of work experience of various areas of services like Office administration, Facility Management, Marketing & Sales with ATL and BTL activities. Boasting a strong background of supporting staff & senior management, as well as possessing an excellent commercial approach to solving problems and developing business in untouched business areas. Have commercial and visual awareness to drive sales, manage profit and loss (P&L) and ultimately increase branch profitability. Well experienced in planning & executing marketing campaigns and promotion of products and services through assorted media.

Strong in negotiations while dealing with vendors like Ad agencies, T.V. Channels, exhibitors etc.

SKILLS -

- Revenue generation / P & L
- Budgeting
- Academy / Office Administration
- Marketing - ATL / BTL
- Facility Management / Maintenance activities
- Vander Management
- Account Management / Client Relation
- Team Management / Resource management
- Govt. Liaison
- Govt. Tendering
- Strategic Business Planning
- Customer service

EMPLOYMENT HISTORY -

- **April '15 - Till now : A.G.M. - Business Expansion & Support, Daffodil India Pvt. Ltd. New Delhi, India**

Company Description :

Daffodil India is a leading import house for Wallpapers, PU Foam, Electric Fire Place and other Luxury - decorative items.

Accountabilities :

- Doing Marketing / administrative duties simultaneously.
- Capitalizing national market by developing wide network of distributors / dealers.
- Representing / Participating in events, fairs to populate company's product range.

➤ **Feb ' 13 - April '15 : Openlx Technologies Pvt. Ltd., New Delhi as A.G.M. - Sales & Marketing.**

Company Description :

Openlx Technologies is a fastest growing IT company , Head office at New Delhi, India, company recently launched its world's first open source based accounting software.

Accountabilities :

- Populated products & services for library automation (Software & RFID - Radio Frequency Identity equipments), in national market, ensure yields across products through Regional Managers and Territory Marketing Managers.
- Did Liaising with the Govt. departments for smooth functioning.
- Participated in Tendering / Bidding.
- Conducted regular meeting with distributors and sales team to discuss target status, product training and sales strategy.
- Launched most awaited Accounting Software "Kalculate" in International Market which runs on Linux.
- Conducted effective and accurate market research and apply this information to increase market share
- Conducted regular meeting with distributors and sales team to discuss target status, product training and sales strategy
- Conducted customer oriented training seminars as per the requirement of regions

➤ **June ' 11 - Jan' 13 ; Reliance BIG AIMS, Indore, India as Branch Head (Training, Studio)**

Company Description :

Reliance BIGAIMS is part of leading Reliance group's Reliance Entertainment, ventured with private partnership.

Accountabilities :

- Played key role in successfully running branch with more than 400% growth by making the right choices to deliver excellent results and achieve goals.

- Appointed territory managers to develop innovative marketing strategies. Communicating clear business targets to staffs.
- Looked after Facility Management, Communication, Security, Employee Welfare, Cafeteria Management, Electricity, Repair & Maintenance.
- Developed and implemented business plan for the branch. Coordinated sales, purchasing and staff costs. Enforced the companies policies, principles, and procedures. Inspired and motivated staff.
- Organized Training and Development programs for staff members which strengthen them to do better.
- Opted different modes of marketing ATL, BTL activities like newspaper insertions, participating in events and exhibitions, radio campaign as per requirement.

➤ **April '09 - June '11 ; Picasso Animation Collage New Delhi affiliated from Centennial College, Canada as Marketing Manager**

Company Description :

Picasso Animation collage is part of India's renowned Maharishi Group; they have presence more than 120 countries worldwide. The group works in various sectors like Education, Housing Finance, Solar energy, Aviation etc.

Accountabilities :

- Promoted Picasso brand name in local region as well as on national level by creating & executing marketing plans (like ATL /BTL activities. Events, Promotions etc) successfully.
- Supervised student final reel work. Developed schedule for project development.

➤ **Jan '07 - April '09; Escotoonz Entertainment Pvt. Ltd., Faridabad, India as Asst. Manager Production.**

Company Description :

Escotoonz Entertain is subsidiary of India's leading Escort Group. The Escorts Group is among India's leading engineering conglomerates operating in the high growth sectors of agri-machinery, construction & material handling equipment, railway equipment and auto components.

Accountabilities :

- Assisted reporting production manager for smooth running of the production by planning of production, taking notes in production, meetings and distributing reports to the appropriate people, client interaction, need analysis, technical & functional support

➤ **June '04 - Dec'06 : Kilnidea Studios, Bangalore as Executive (Business Development & Client Relationship).**

Company Description :

Kilnidea studios is a part of Ittina group of Bangalore.

Accountabilities :

- Assist reporting manager as per his instructions, involved in client communication and new business generation, participated in client meets.

PROFESSIONAL & EDUCATIONAL QUALIFICATIONS -

- SAP (MM) Module certification in 2016.
- MBA (Marketing) from SMU in 2011.
- Post Graduate Diploma in Animation & Multimedia from “CDAC” Mohali an **Institute of Govt. of India, Ministry of Information Technology** Punjab India in 2004.
- Bachelor of Science (Mathematics) from Bhoj University, Bhopal, M.P. in 2002

INDIVIDUALS -

- Date of Birth : 5th July 1981
- Nuptials Status : Married
- Address : B-75, West Vinod Nagar, New Delhi-92