**CURRICULUM VITAE**

**RITESH SINGH**

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**Objective:**

To be a part of a dynamic organization, where I can utilize my skills and contribute to the growth of the organization and grow with the organization.

**Professional Preface:**

* Working as **Leasing Manager – KW DELHI 6 HIGHT STREET MALL**, Rajnagar Extension Ghaziabad (Dec 2019 – Till date) **(KW Group.)**

**KRA’s:**

* Overall roles & responsibilities of leasing of shops/Kiosks and their rentals & documentations And closing of their issues pertaining to the same and execution of lease agreement along With legal department.

**Professional Preface:**

* Working as **Executive Marketing** – World Square Mall, Ghaziabad (July 2014 – Dec 2019)

**(Ahuja & Anand Buildwell Private Limited a venture of Parmesh Group.)**

**KRA’s:**

* Talking care of all BTL, ATL & space selling in the mall.
* Developing marketing reports to be presented at the meeting of top management.
* Organizing events for generating footfalls and maintaining the brand value in the eyes of media & news every time.
* Coordination with Clients, Agencies & retailers.
* Overall planning, implementation & execution. Creating event flow & channelized overall process.
* Vender management and development i.e. liaison with various agencies, printers, events agencies.
* Making presentations prior to the events and post to the events.
* Overall analysis report on the basis of feedback from the patrons and the retailers.
* Overall roles & responsibilities of leasing of shops/Kiosks and their rentals & documentations and closing of their issues pertaining to the same and execution of lease agreement along with legal department.
* Website and social Media Marketing.

**Achievements:**

* At the time of mall launch, have actively participated in the planning till execution i.e. creative designing and development, media buying, event planning, vendor finalization for decoration etc.
* In leasing have lease out the complete food-court, shops in WSM Haat and various brands like **US POLO, Jawed Habib, Puma, Numero Uno, wrangler, Flying Machine, Jockey, Mufti, Metro, Mochi, Dosa Plaza, Kwality Walls, Khadim’s, Cobb, John Player, Store99, Holga, Kurl-on, etc.**
* Successfully achieved the desired footfall for better business conversion.
* Successfully done ATL like Hyundai, Honda, Datsun, Tata, events and Promotions like winter Carnival, Shop More and Win More (Diwali Occasion), Valentine’s Day.
* Worked as **Executive Marketing** from June, 2012 – July 2014 at **Five Vision Promoters Private Limited** a venture of well-known SVP Group, in the real estate sector of NCR region (FVPPL is Popularly Known as **The Opulent Mall)**

**KRA’S:**

* Actively participate in the preparation of the annual plans and budgets for the brands, The Opulent Mall, according to the marketing objectives with the beneficial strategy to the Mall.
* Keep track on brand, The Opulent Mall, related expenditures vis-à-vis budgets.
* Liaison with media, advertising, Market Research, communication instruments.
* Strategies, develop, execute and control the total working of developing the communication instruments to sourcing, printing & reprinting the same.
* Ensure that Exhibitions, Promotional Events, Launches etc in the mall premises for different brands will be of highest quality in terms of strategy, planning & implementation.
* Actively participating in the preparation & implementation of market in calendar for the year.
* Web/Digital/Online Promotion.
* Conceptualize, develop & execute Sales Promotion Schemes, if require.

**Achievements:**

Successfully done event and promotions like 15th August, Dusshera Shoping carnival, Diwali celebration, Christmas Day, New Year Event, 26th January, Valentine Fiesta, Trade Fair, Volkswagen Car display, Masti Ki Pathshala (Summer Camp), Fanta Activity, Risekids school activity, Birla sun life activity, Assisted in the star visit of **KYA SUPER KOOL HAI HUM, DEHRADUN DIARY, MUMBAI MIRROR** AND **ZILA GHAZIABAD.**

**Awards & Recognition:**

* **Employee of the Month –** THE OPULENT MALL (February2013).
* **Best Event Managing –** THE OPULENT MALL (APRIL 2013 & APRIL 2014)

**Professional Qualification:**

* **B.A** Passed from **Agara university** in the year 2018.
* **Intermediate** Passed form **Open University Aligarh** in the year 2011.
* **High School** Passed from **(U.P.) Board (Allahabad)** in the year 2004.

**Personal Details:**

* Father’s Name : Mr. Vinay Kumar Singh
* Date of Birth : 01st January, 1989
* Hobbies : Cricket and Music
* Language Known : Hindi, English
* Marital status : Married
* Gender : Male
* Nationality : Indian
* Home town : Jharkhand

**Correspondence Address:**

H.NO.- 808 Kushal Nagar, Gali No. 9 Sihani Meerut Road Ghaziabad

**Declaration:**

I hereby declare that the above-specified details are true and correct to the best of my knowledge and belief.

**Date:**

**Place:**  (**RITESH SINGH)**